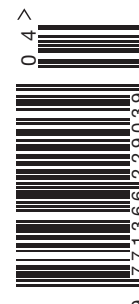


Making Money

Follow us on
twitter
@Businessden



partner
of the
dsa

22 PAGES OF UNIQUE LISTINGS TO HELP YOU START YOUR OWN BUSINESS

WOMEN ENTREPRENEURS

Female-friendly opportunities
from under £20,000

page 67

BE YOUR OWN BOSS

10 proven lettings and property
franchises

Page 23

BUSINESS MENTORS

How they can benefit your
start-up

page 118

SELLING TO STUDENTS

Cash in on this potentially
lucrative market

page 120

JUST SAY NO

10 deals to avoid at all costs

page 122

CHRIS DAY

Simple ways to win
more customers

page 106



**Over 2,000
SUBWAY® stores
now open**
in the UK and Ireland

“ The growth of the SUBWAY® brand has been phenomenal. When my Dad and I were opening our first store, it was only the 53rd in the country. Now we’ve just opened the 2,000th store in the UK and Ireland! I’ve been working with the SUBWAY® brand for my entire career – it’s been fantastic that we’ve been able to grow our business with the brand. ”

Christopher Seymour, SUBWAY® franchisee

www.subway.co.uk/business | www.subway.ie/business

©2015 Doctor's Associate Inc. SUBWAY® is a registered trademark of Doctor's Associate Inc.



JACKSTM
OF LONDON

Franchise in style.

GROOMING FOR THE MODERN GENTLEMAN

Experience in the Hairdressing industry is NOT required.

Jacks of London brings a new look to franchising. High returns and a cool concept, delivered in an exclusive male environment.

Why Join Jacks of London?

- Successful and proven business concept
- Unique positioning in the market place
- Growing industry
- Strong established brand with growing network
- Backing of a professional and experienced team
- 40 years of industry experience
- Unique High Street appeal
- Fully comprehensive training and support programme
- Prime location stores and growing
- Part of a Growing Industry worth £1.1 billion

Who Are We Looking For?

Hairdressing and industry experience is not necessary to run a Jacks of London franchise. We are simply looking for business-minded individuals who have some experience in managing and motivating a team. You need to be driven, passionate, self-motivated and excited by the prospect of working in a hands-on, people-orientated environment.

Investment

You can own your own Jacks of London franchise for as little as £50,000, dependent on size and location, with the remaining investment being obtained from high street banks with the help of the Jacks of London team.

Further Information

Contact Jeff on: franchising@morganblake.co.uk
or visit: www.franchisewithjacks.co.uk

Tel: 01493 8503880 or Mobile: 07766 442434





Run your own company, be your own boss.

Join this expanding and growing business at the beginning!

Post & Packing is a retail business/franchise opportunity

Post & Packing is your very own walk-in mail room for retail and business customers alike. As an independent postal retailer, we make sure the goods and communications are dispatched and delivered on time, intact and without any fuss or bother. It is the only high street chain that offers consumers and local companies a truly comprehensive range of business, delivery, postal, shipping, mailing address, order fulfilment, print and copy services.

Make up to **£260,000** in your first year

With only a £25,000 investment to open a Post & Packing operation, you can run your own business. Most Banks will lend up to 70%.

When you become a Post & Packing Partner, you are part of a growing team, with full training, support and a proven business model that provides a complete turnkey operation. The start-up costs include the franchise fee, all your training, help with site selection, support for you and your team, plus our sales and marketing team to assist you in the launch of your site. We will work closely with you to put together a business plan to suit your financial position and needs.



Call now on **0845 498 9622** for further information
or e-mail us on **franchise@postandpackinguk.com**

postandpackinguk.com

FREE INFO NO: 4994

in this issue

April 2015

Making Money

EDITORIAL

EDITOR

Jeff James

ASSISTANT EDITORS

Catherine Eade and Louise Ramsay

ADVERTISING

ADVERTISEMENT DIRECTOR

Mark Forsyth

GROUP ADVERTISEMENT MANAGER

Richard Davies Tel: 01323 471291

E-mail: richard@partridgelt.co.uk

ASSISTANT ADVERTISEMENT

MANAGER

Neil Phillips Tel: 01323 471291

E-mail: neil@partridgelt.co.uk

CIRCULATION MANAGER

Mick Orrin

Tel: 01206 505912

SUBSCRIPTIONS

Tel: 01795 414667

PUBLISHER

Matthew Tudor

GROUP EDITOR

Ted Rowe

CREDIT CONTROL

Sue Carr Tel: 01206 505903

DESIGNERS

Steve Streeting, Lee Francis,
Donna Blowers, Hayley Underwood
& Ben Kemp

DESIGN, TYPESETTING & REPROGRAPHICS

MS Typesetting & Design,
21-23 Phoenix Court, Hawkins Road,
Colchester, Essex CO2 8JY.

PRINTED IN ENGLAND

NEWSTRADE SALES

Marketforce. Tel: 0203 1483300

NEXT ISSUE ON SALE

April 17

© Aceville Publications Ltd

No part of this publication may be copied,
broadcast, interpreted, or stored, in any form,
for any purpose, without the written
permission of the publisher.

Every effort is made to ensure the veracity and
integrity of the companies, persons, products and
services mentioned in this publication, and details
given are believed accurate at the time of going to
press. However, no responsibility or liability
whatsoever can be accepted for any consequence or
repercussion of responding to any information or
advice given or inferred.



PUBLISHED BY
ACEVILLE PUBLICATIONS LTD,
THE BOATSHED,
SOVEREIGN HARBOUR,
EASTBOURNE,
EAST SUSSEX BN23 6JH
TEL. 01323 471291

FOLLOW US ON [twitter](#) @BUSINESSDEN

12



23



118



120



122

COVER STORIES

12 SUBWAY

Over 2,000 stores now open in the UK and Ireland

23 BE YOUR OWN BOSS

10 proven lettings and property franchises

67 WOMEN ENTREPRENEURS

Female-friendly opportunities from under £20,000

118 BUSINESS MENTORS

How they can benefit your start-up

120 SELLING TO STUDENTS

Cash in on this potentially lucrative market

122 JUST SAY NO

10 deals to avoid at all costs

subscriptions enquiries 0844 815 0032 (Standard UK Subscription for 12 issues - £33)

FOLLOW US ON  @BUSINESSSDEN

14



59



104



124



meet our experts



BRIAN DUCKETT
is managing director of The Franchising Centre, part of the world's largest network of specialist franchise consultants.



JOHN PRATT
is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.



VIKIE WILKES
is a senior associate at law firm Squire Patton Boggs (UK) LLP, specialising in both domestic and international franchising.



SHELLEY NADLER
is a senior solicitor in the Franchising Team at Fieldfisher and has many years' experience of advising on all aspects of franchising.



MIKE CLEARY
assists clients to improve sales performance through effective marketing initiatives.



CHRIS DAY
is the creative director of The Reel Thing Ltd, a supplier member of the Direct Selling Association.



CAROL STEWART-GILL
is founder and owner of Dubcheck, a leading franchise commercial cleaning company that was established in 1993.

FRANCHISING

14 POSITIVE SIGNS

The characteristics of a genuine franchise opportunity

38 SUPPLIER TO THE STARS

Among Cafe2U franchisee Paul Newman's customers are some top TV actors

45 HIGH GROWTH SECTOR

Right at Home celebrated the opening of its 28th UK office in February

50 STAKE YOUR CLAIM

E-cigarette company Sky Throne is offering you the chance to own an independent retail business

52 AMERICAN CLASSIC

Steak 'n Shake is the premium steakburger and milkshake brand

59 CASH POSITIVE

Shuttercraft's window shutter franchise provides candidates with fast-track entry to a growth market

64 INNOVATIVE THINKING

Post and Packing offers a comprehensive range of business, delivery, postal and shipping services

66 EDUCATION OPPORTUNITY

Demand for the Tutor Doctor service in the UK continues to grow

BUSINESS OPPORTUNITIES

102 SMART THINKING

Some more pearls of wisdom that will help you grow your business

104 KEEP ON ACHIEVING

How to give your network marketing business a boost

105 CASH COW

This business oozes cash 24/7 and a free DVD shows you how

106 VALUABLE CURRENCY

By learning about your customers, you can give them the gift of your specialist knowledge

RUN YOUR BUSINESS

124 DESIGN TRENDS

What are the current laptop design trends and how useful are they?

126 ON THE CUSP OF A CULTURAL SHIFT

The wearable technology market could present a big opportunity for small businesses

128 REWRITING THE RULES

Dr Richie Nanda has gone from the streets of Mumbai to head of a multi-million pound security company

Diary^{DATES}

THE BRITISH FRANCHISE EXHIBITION

EventCity, Manchester

June 19-20

GROWING YOUR OWN BUSINESS

EventCity, Manchester

June 19-20

FRANCHISE OPPORTUNITIES LIVE

London

September 4-5

THE NATIONAL FRANCHISE EXHIBITION

NEC, Birmingham

October 2-3

GROWING YOUR OWN BUSINESS

NEC, Birmingham

October 2-3

Quote of the month

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."
Dale Carnegie.

Tutor Doctor launches franchise scheme for UK military personnel

A two-year interest free loan to cover the £29,700 franchise fee is being offered by the tuition specialist to former members of the armed forces who qualify for the initiative.

Rogelio Martinez, Tutor Doctor's vice president of international development, says: "Members of the armed forces have many of the qualities we look for in our franchisees, such as discipline, leadership and organisation. We have been running a similar scheme for US military personnel for a number of

years and it has been hugely successful."

It's been estimated the UK tutoring market is worth £6 billion a year.

"A Tutor Doctor franchise has low overheads, as it can be run from a home office," Rogelio says. "The franchisee does not do any teaching, they simply arrange tuition between students and our network of qualified and vetted tutors."

"Apart from the franchise fee, potential franchisees will need around £10,000 for working capital and start-up costs."

Suit the City sets sights on international development

A ccording to Carol Rawson, the made-to-measure tailoring franchise's managing director, the move is a result of increasing levels of enquiries from individuals across Europe and the US, which has convinced the company to accelerate plans to develop an international network.

"Until now, we have focused our efforts on building our UK franchise network," Carol explains. "Of course, this remains a key goal for us, but we have decided to respond positively to the rising number

of enquiries we are receiving from other countries.

"We are currently in the process of researching a potentially lucrative overseas market for a prospective franchisee, with a view to realising the opportunity. High quality British tailoring is a service in demand well beyond the borders of the UK."

Suit The City franchisees provide an exclusive design consultancy service to a discerning customer base. No previous tailoring experience is necessary, as all production is carried out by expert tailors in Europe.



Franchise Finance

strengthens team

The British Franchise Association affiliate member has appointed Donna King as its business development manager and Kevin Noble as training manager.

King has 20-plus years' banking experience, mainly with RBS, where she looked after both franchisor and franchisee relationships. In 2011 she

became the bank's franchise business development manager, with a remit to build relationships with franchisors across the UK.

Noble previously worked for NatWest, as well as the Prince's Trust and Business Link. He was one of three directors on the NatWest franchise team tasked with assisting franchisors and franchisees start and grow their businesses.

Ovenclean

TV advert

proves big hit



In its first week of airing at the end of February, the advert surpassed estimated response rates, generating a 175 per cent increase in leads for the company's franchise network and a 155 per cent increase in website traffic year on year.

Group marketing manager Lidia Benvie-Ferreiros says: "We are delighted with the results the TV campaign has generated so far. The next step will be to analyse the figures and adjust the campaign accordingly to enable us to achieve even further efficiencies - and we will continue to do this throughout the course of the eight-month campaign."

"2015 is shaping up to be a very exciting year. We have recently recruited our 100th oven cleaning specialist, we're continually investigating new developments and technology within the industry and with these early results from the TV campaign we can't wait to see what's to come."

Ovenclean franchisees operate from professionally liveried, fully equipped vans using a powerful yet safe product range exclusive to the company, which effectively deep cleans ovens and hobs, Agas, ranges and barbecues, restoring them to pristine condition in a few hours.



Make-up artist

wins A Brush with Beauty franchise

Lisa Burford (pictured) is now the proud owner of the make-up and beauty provider's Isle of Wight franchise, worth over £4,500, after judges decided her Paradise Island Retreat treatment was the winning entry.

Starting with a restorative warm compress massage to banish muscle tension and soothe dry skin, the Paradise Island Retreat includes an indulgent Thai foot massage and finishes with a pressure point face and scalp massage.

Burford, a fully trained mobile beauty and holistic therapist and make-up artist, says: "It's still sinking in that I am the owner of my own mobile beauty business. It's a very nerve-wracking, yet extremely exciting time."

10 runners-up received membership to A Brush with Beauty's UK associates team and a portable beauty case from Beauty Boxes.

Amy Westlake, founder of A Brush with Beauty, says: "It was such a tough decision picking a winner after receiving almost 100 entries, but I'm confident Lisa is going to be a huge triumph."

"Having worked very closely with Lisa for the past couple of months to establish her business goals, I have seen first-hand the passion, enthusiasm and creativity she has. It's an honour to have Lisa join the team and I look forward to watching her business blossom."

Century 21 UK reports

record growth

The estate agency franchise said the total turnover of its franchisee network rose 67 per cent last year, while the number of instructions in the second half of 2014 increased by 12.5 per cent compared to the first six months.

During 2014, Century 21 granted agreements to open 21 new franchise offices, compared to nine in 2013, with 16 opening in London. The company's new office numbers places it in the top 10 for Century 21 globally and makes it the second fastest growing operation in Europe.

"2014 was a record year of growth and development for Century 21 UK," Rob Clifford, the company's chief executive, says. "Our ambitious targets to develop our office network across the country were met and surpassed and we will continue to grow at an even greater rate during the year ahead."



"2015 will be about building on the firm foundations we laid down last year and ensuring our offices have everything they need to continue developing and growing into successful businesses. We are looking forward to another exciting year and continuing to establish our proposition, and that of our offices, within the agency space."

Business optimism builds

More than 40 per cent of UK small and medium-sized enterprises say trading conditions are improving, with 52 per cent revealing they will invest in their business during 2015, according to a new report.

Results of the latest Close Brothers Business Barometer also reveal that 34 per cent of businesses in the SME sector believe they will expand over the course of this year.

Mike Randall, CEO of Close Brothers Asset Finance, says: "The UK economy has turned a corner, with the European Commission telling us that it is expected to grow by 2.4 per cent over the course of this year.

"This is good news for businesses of all sizes, but particularly for smaller firms that have arguably struggled more than most to thrive over the past five years. Our survey results suggest over half of SMEs are now feeling confident to make strategic decisions about growth."

The survey, which canvasses the views of SME owners and senior management from a range of industry sectors, also shows that 47 per cent of businesses are planning a recruitment drive this year, with just four per cent stating they will reduce headcount.

In addition, nearly 40 per cent of business owners polled said that they are actively seeking funding to support growth.

"The challenge now is to ensure these ambitious small businesses can access the finance they need to achieve their growth and job creation targets," Randall says.



Significant rise in independent retailers

The number of firms that fall into this category has soared by 110 per cent in the past five years, according to insurance broker Simply Business' annual high street tracker.

The biggest surge was seen in 2012 (46 per cent) following The Portas Review, a report on the future of UK high streets.

Last year coffee shops emerged as the most popular independent store to open. When coupled with independent food outlets, these shops increased 100 per cent between 2010 and 2014.

Simply Business' analysis of around 69,000 independent retail outlets across the UK found

the largest amount in the north west, where numbers have risen 89 per cent over the past five years.

Jason Stockwood, CEO of Simply Business, says: "Our latest high street tracker proves the north has the same strong entrepreneurial spirit as the south and you don't have to be in London to start or run a successful independent business.

"As shopping has become more of a social experience, the high street has adapted over the years to meet changing consumer needs, offering a number of new opportunities for micro-business owners to make the most of"



WebNEWS

BE PREPARED

Cyber attack is the top threat perceived by small and medium-sized enterprises, according to the Business Continuity Institute's latest Horizon Scan report. The research questioned the business preparedness of 760 organisations worldwide and revealed that 82 per cent fear the possibility of a cyber attack, 81 per cent are worried about unplanned IT outages and 75 per cent are concerned about data breaches similar to that suffered by Sony in 2014. A recent industry report highlighted the annual cost of cybercrime per global company now stands at £4.9 million, a 10.4 per cent year-on-year increase.

GAS, WATER, INTERNET

A new House of Lords report, called Make or Break: The UK's Digital Future, has called for the internet to be reclassified as a public utility like water or electricity. The study warned against the UK falling behind other countries when it comes to high speed internet access, with some areas of the country's lack of wi-fi highlighted as a potential threat to business growth, specifically with regards to the development of ecommerce. The report also said the UK was not addressing a significant digital skills shortage and warned that an incoming government urgently needs to resolve this.

SIM WARNING

A flaw with the SIM card technology in mobile phones could leave millions of people at risk of being spied on or even robbed, according to security expert Karsten Nohl. He says he has found a way to discover some SIMs' digital keys by sending them a special text message and warned criminals could potentially use the same technique to listen in on calls or steal cash. Industry organisation the GSMA is looking into the findings.

GET MOBILE

Search analytics company HeyStaks says 25 per cent of all internet searches take place on mobile devices. Of those searches, half are in pursuit of a local business or service. 78 per cent of local mobile searches lead to offline purchases, but half fail to find what the searcher is looking for.

SELF ASSESSMENT

HM Revenue & Customs oversaw the biggest digital self assessment event ever this year, receiving 10.24 million tax returns by midnight on January 31 - a record 85.5 per cent of which were completed online. Around 4.3 million people left it until January to file their returns. The busiest days for filing were January 30 and 31, when HMRC received 980,000 returns. During the busiest hour, between 1pm-2pm on January 30, almost 50,000 returns were received at a rate of 830 per minute.

HAVE YOU GOT YOUR FACTS STRAIGHT?

MYTH

- ✗ I can't afford to buy my own business
- ✗ You have to be a pushy salesman
- ✗ Once I buy, I'm out on my own
- ✗ The franchisor will charge me large monthly fees

FACT

- ✓ We fund 75%* of the business for you. You only need £15,955 to get started
- ✓ Snap-on is the most in-demand product in its category
- ✓ Your franchise includes a territory of ready-made customers
- ✓ You get a dedicated Franchise Developer for the first 12 months and unlimited support for growth
- ✓ With Snap-on, there are no royalties or advertising fees to pay and you keep 100% of your profits

We offer funding, training and support as well as our combined wealth of industry knowledge that we will share with you. We want what you want; a successful, profitable future.

If you have the drive and determination to be your own boss then we want to hear from you.

*subject to finance approval

“I wanted the same flexibility and independence of being my own boss but with less risk. The Snap-on franchise gave me the opportunity to do this and have a tried and tested business model, successful brand name and support network behind me.”

Robin Yorke, Washington franchisee



FREE INFO NO: 4255



Snap-on®

www.snaponfranchise.co.uk
01235 831 053

looking ahead

NEXT ISSUE



NEXT ISSUE ON SALE:

APRIL 17

■ GET INTO TOP GEAR

10 proven motoring services franchises

■ BECOME AN INTRAPRENEUR

The low risk way to start your own business

■ PROMOTING YOUR COMPANY

Expert advice on choosing a marketing services agency

■ EFFECTIVE NETWORKING

What it means for modern businesses

■ REDUNDANCY CLINIC

Emotional intelligence studies assess how you're coping without a job

■ SCAM BUSTER

How to spot credit card skimmers

RING **01795 414667**

QUOTE MAKP15

Franchising and Business Opportunities



FRANCHISING

Real life insights that could change your life

BUSINESS OPPORTUNITIES

Supplement or replace your income

BUSINESS ADVICE

How to run a successful business

FRANCHISE FINDER

Over 400 franchises at a glance

OPPORTUNITY FINDER

Dozens of direct sales opportunities



www.makingmoney.co.uk

SUBSCRIPTION FORM

☒ Yes, please start my subscription to Making Money Magazine

I am paying: ☐ DIRECT DEBIT – £14.65 every 6 issues (saving 25%) Go to option 3

Cheque ☐ UK: £30.90 (saving 21%) ☐ EU: £58.00 ☐ ROW: £68.00

YOUR DETAILS, please complete in BLOCK CAPITALS

Title Mr / Mrs / Ms Forename

Surname

Address

Postcode

Daytime No. Email

HOW TO PAY

1 I ENCLOSE A CHEQUE MADE PAYABLE TO MAKING MONEY ☐ (12 ISSUES)

2 PLEASE CHARGE MY ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ SWITCH/MAESTRO (ISSUE NO.) ☐

CARD NUMBER

EXPIRY DATE VALID FROM

THREE DIGIT SECURITY CODE
(MANDATORY - FOUND ON THE BACK OF YOUR CARD)

SIGNED:

TODAY'S DATE:

*this is a UK only Direct Debit offer. Existing subscribers can renew using this offer. Your subscription will begin with the next available issue. Subscriptions are for a 12 month period including all gift subscriptions. If your subscription is a gift, the gift card will be sent to the donor. You can also subscribe via cheque or credit card. This is a limited offer and may be withdrawn at any time. Photocopies accepted.

Your details will be processed by Aceville Publications Ltd (publishers of Making Money) in full accordance with data protection legislation. Aceville Publications Ltd may wish to contact you with information of other services and publications we provide that are of interest. Please tick if you DO NOT wish to receive such information by post ☐ email ☐ phone ☐ mobile phone messaging ☐. From time to time Aceville Publications Ltd will share your details with other reputable companies who provide products and services that may be of interest. Please tick if you DO NOT wish to receive such information by post ☐ phone ☐. Please tick if you DO wish to receive such information by email ☐ mobile phone messaging ☐.



MAKP15

Please Return to: Making Money, 800 Guillat Avenue, Kent Science Park, Sittingbourne, ME9 8GU

3 ☐ DIRECT DEBIT – £14.65 every 6 issues (saving 25%)

INSTRUCTION TO YOUR BANK OR BUILDING SOCIETY TO PAY DIRECT DEBIT

Name and full postal address of your Bank or Building Society

To the Manager.....

Address.....

.....Postcode.....

Name(s) of Account Holder(s)

Branch Sort Code

Bank/Building Society Account Number

Signature(s)..... Date.....

Data Banks and Building Societies may not accept Direct Debit instructions for some types of accounts



Originator's ID No. **677183**
Reference Number

Instruction to your Bank or Building Society

Please pay Aceville Publications Ltd Direct Debit from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Aceville Publications Ltd and, if so, details may be passed electronically to my Bank/Building Society.

The direct debit guarantee

If the amount to be paid by direct debit changes you will be told of this in advance by at least 10 days. If an error is made by Aceville Publications Ltd or your bank/building society, you are guaranteed a full and immediate refund from your branch. You can cancel the direct debit at any time by writing to your bank and building society and sending a copy to us. We cannot accept faxes or photocopies of the Direct Debit form.

FREE DELIVERY

cover story

Second generation entrepreneur

ALONG WITH HIS DAD, CHRISTOPHER SEYMOUR RECENTLY OPENED THE SUBWAY BRAND'S 2,000TH STORE IN THE UK AND IRELAND



The SUBWAY brand recently celebrated its 2,000th store opening in the UK and Ireland, when SUBWAY franchisee, Christopher Seymour, opened a new store in Hemel Hempstead. It is Christopher's 12th store with the brand, eight of which he co-owns with his father, Mark Seymour.

Christopher started working with the SUBWAY brand over 12 years ago, when Mark opened his first store. Christopher recalls: "I started working with the SUBWAY brand when my dad opened his first store in High Wycombe in 2002. I was only 17 years old at the time and still at college, so worked part-time. I continued to work in the store throughout my time at university and also helped my dad to open more stores in High Wycombe and Aylesbury.

"After graduating, I started working full-time in the stores, taking on many roles - from Sandwich Artist to store manager. In 2009 I became a

franchisee myself, buying my first store in Hemel Hempstead."

CHALLENGES

And Christopher hasn't looked back, now owning a total of 12 stores with his father in High Wycombe, Aylesbury, London and Hemel Hempstead. However, the growth didn't come without its challenges, with the recession taking its toll in 2008.

"The recession was a tough time for us - sales dropped by 30 per cent, so we had to tighten our margins to be able to continue operating," Christopher says. "It was especially bad timing, as we were in the process of opening four new stores. It was a hard slog to get them off the ground with such a drop-off in custom, but the recession was hard for everyone, regardless of the brand name above the door.

"With hard work and determination we made it through, but it was difficult to regain customers. The

launch of the £3 Lunch deal in 2011 helped to turn things around for us. With such a great value offering, we saw sales pick up and we were back to operating at our pre-recession levels."

Over his 12 years with the SUBWAY brand, Christopher has seen a noticeable shift in customers.

He says: "Back when we opened our first few stores, our customer base was typically 18-30-year-olds - we didn't get many families or professionals, but that has changed over the years. We now have a lot more office workers and business professionals visiting at lunchtime - not only because we have a great value offering, but also because we are convenient.

"A couple of our stores are in industrial estates, which are prime locations for workers who want a quick and healthy lunch, so that's been a big boost for us. We also have stores in retail and leisure parks - including the 2,000th store, located in Jarman Leisure Park, Hemel Hempstead - which we're now seeing a

lot more families visit, again for the convenience and choice that the stores offer.

"More recently, since the launch of the £2 Breakfast deal, we've also been seeing more of the older generation visit our stores. Nowadays, the location of a store is key and will influence the type of customer base you're going to get."

INVALUABLE

Christopher also recognises the invaluable support offered by the SUBWAY brand to its franchisees. He says: "The SUBWAY brand offers a great deal of support to its franchisees - even for those who have been with the brand for over a decade, such as me and my dad.

"The training available is invaluable - and that applies to any level within the business. Whether you're the franchisee just starting out, a Sandwich Artist or store manager, the brand makes sure everyone has the tools required to succeed in their role. The SUBWAY brand development agents and field consultants offer a great deal of support as well and help to make sure you're running your business as efficiently as possible."

Using his years of experience as a SUBWAY franchisee, Christopher has some words of advice to prospective franchisees. He says: "It really is all about location, location, location. My advice to anyone thinking of buying a franchise would be to do your research. Find out where your customer base will come from, who they are and how you are going to attract them to your store. I believe location can be the key to success, so think outside the box when it comes to choosing a site."

Christopher's father, Mark, is now semi-retired, leaving him to take the reins. "Over the last couple of years my dad has taken a step back and is now semi-retired, so I'm much more active and involved in the day-to-day running of our stores," Christopher says.

"I act as Area Manager - I aim to visit each of our stores at least two-three times a week to see our 100-plus employees. I also work very closely with the store managers to help with the operational running of the stores, deal with any issues, train staff and ensure the right promotions are in place."

PHENOMENAL

During his 12 years working with the SUBWAY brand, Christopher has seen how the brand has grown throughout the UK. He says: "The growth of the SUBWAY brand has been phenomenal.

"When my dad and I were opening our first store, it was only the 53rd store to open in the country. Now we've just opened the 2,000th store in the UK and Ireland. I've been working with the SUBWAY brand for my entire career - it's been fantastic that we've been able to grow our business with the brand."

Christopher represents a second generation entrepreneur for the SUBWAY brand and has yet more stores planned for 2015. He says: "I've got another three stores in the pipeline for this year - two in East London and another in High Wycombe - where I hope to replicate the success of my 12 existing SUBWAY stores." **MM**

FOR MORE INFORMATION

■ Call **0800 0855 058** (UK) or **1800 413 076** (Eire), visit **www.subway.co.uk/business** or email **franchiseopportunities@subway.co.uk**.

FREE INFO NO: 4128



british franchise association

Positive signs

PAUL STAFFORD OF THE BRITISH FRANCHISE ASSOCIATION OUTLINES THE CHARACTERISTICS OF A GENUINE FRANCHISE OPPORTUNITY

Franchising has enjoyed a sustained period of strong growth in the last decade, which in turn has led to a large increase in the number of opportunities on offer to potential franchisees - more than 900 - and expanded the diversity of those options. But that also means there's more to filter out too.

Some 'franchise opportunities' are not franchises at all. In some cases, you're buying no more than a job to sell a product or a licence to trade under a name, but without the business ownership, training or support that comes with a franchise.

BRAND

To be clear: with a genuine franchise, the franchisor owns the brand, while the franchisee owns their own business, trading under that brand, and can sell it on when they are ready to.

How do you know if a business is a proper franchise? All businesses that are members of the British Franchise Association have passed a strict set of standards to check they are running realistic, sustainable and ethical franchise operations. Those companies have chosen, voluntarily, to submit their business model to serious levels of scrutiny, which should show you the pride they take in supporting their network and the clarity with which they approach their prospective franchisees.

In addition, there are a number of franchise brands that are not bfa members. Some of these will never be able to pass the bfa accreditation checks, as their standards are not high enough. Others could, but choose not to make the changes or just choose not to be members even if their standards are high enough.

The purpose of your research is to identify the good from the bad - the genuine and excellent franchises from the rest. And there are some checks that will help you narrow down your list.

Genuine franchise opportunities include all of the following as a minimum:

- The business model needs to be proven for a minimum of 12 months. Franchising is based on empirical, evidenced business success, not concepts or ideas.
- The franchise opportunity is the same as the proven business model. For example, if the original business was a concession stall outside a train station, the franchise shouldn't be a high street retail unit operating under the same brand.
- The brand will be protected by the franchisor to prevent unwarranted and unwanted misuse - ask about trademark and IP registrations.
- The business model must be transferable and able to be duplicated in more than one location or area.
- The operation should be teachable and provide a full training programme to ensure new franchisees have the right skills and knowledge to run the business. In some franchises, this can be a short training programme of a few days; others can take several months.



"The purpose of your research is to identify the good from the bad - the genuine and excellent franchises from the rest"

- Franchisees will be supported by the franchisor in return for an ongoing management service fee, or royalty, payable by the franchisee. The fees provide the right for the franchisee to call on qualified support as and when necessary from head office.
- There should be a substantial operations manual, which clearly defines how the business works in practice and provides all the details needed to show a franchisee how to run the business according to the proven franchise model.
- A franchise comes with a franchise agreement, the legal contract that defines the nature, obligations and clauses of the relationship

between franchisor and franchisee. This is a substantial document - if it's a few pages long or sent in the body of an email, it's not a franchise - which will be weighted in favour of the franchisor, as it has the brand and wider franchisee network to protect. This is a legally binding document, so you need a specialist franchise solicitor to review it before you sign on the dotted line.

- Finally, all genuine franchises provide the opportunity to run your own business under agreement, using the franchisor's brand, system, training and support. It's worth repeating: it's your business. You are a business owner and not an employee. Every good franchise makes this clear and is structured in a way that allows you to build customer loyalty and brand awareness with your business locally. You are building an asset that, if you're successful, appreciates in value, allowing you to profit from its sale.

The best advice remains, as always, to take your time and research everything you can on the business, the people behind it and the franchise opportunity on offer. **MM**

FOR MORE INFORMATION

■ Visit www.thebfa.org.

GROWTH

FRANCHISE OPPORTUNITY

Ableworld, one of the UK's leading Mobility and Homecare retailers, are looking to award a limited number of Franchises for their successful **Retail** and **Stairlift** Businesses.

There are **unstoppable demographic, economic and political forces** driving the Mobility and Homecare industry forward. Just one example is that, according to government statistics, in 10 years time **over 25% of people will be over 65** and the figures for those over 80 and 90 are even more striking. **Ableworld's products and services** are designed to **capitalize** on this **growing market** and you can capitalize too, as an **Ableworld Franchisee**.



FRANCHISEES WILL GET:

- Two integrated businesses for one price
- The opportunity of earning upto £95,000 p.a. by Year 3
- Use of the Ableworld TM brand in an exclusive territory
- A first class training and support programme
- And much more

FRANCHISEES WILL NEED:

- Drive, energy and enthusiasm
- A customer service mentality
- A passion for helping people
- The desire to want to run their own business in a growing market



For more information contact us on **01270 627185** or visit our website at

www.ableworldfranchise.co.uk



*subject to status

franchising

Reap the rewards

DERRICK SIMPSON HAS SOME TOP TIPS FOR CHOOSING THE RIGHT FRANCHISE



During my 26 years in the UK franchise community, I have seen and worked with some successful franchisees who have taken on a franchisor's concept and system and used it to develop substantial businesses. I have also, unfortunately, met many who have not been so successful for one reason or another. What is interesting is that the reasons for these successes, or not, can be distilled into a few key points.

This is my advice for choosing a franchise:

DECIDE ON YOUR INVESTMENT LEVEL AND STICK TO IT

Do not overspend on a business venture. Invest to the level you can afford, always include some negative 'what if' planning in your calculations and keep some money back for the unexpected events that may come along later.

MATCH YOUR INCOME REQUIREMENT TO YOUR INVESTMENT

While the ideal opportunity is to be able invest £10 and earn £100,000, reality isn't like that. So ensure the business you are looking at can realistically provide you with the income you require.

CHECK THE FRANCHISOR'S PROJECTIONS

The ideal situation is that the standard projections provided to you by the franchisor represent the average performance for the existing businesses in its network. Some franchisors, however, may project the top performers' results, while others may try to illustrate what could or should be attained. Make sure you know what the figures represent and that you understand how they fit with the reality of the network's performance.

PLAN YOUR LONG-TERM GOAL AT THE OUTSET

Part of the planning for your opening and launch is to establish your eventual exit route. Consider what is your final goal for your business - whether to sell it, pass it to your offspring or run it until you drop. Each will have a major effect on how you structure your business plan at the outset.

PLAY TO YOUR STRENGTHS

Different types of franchise require differing skills. Some are direct sales based, some are retail service, while others may have a consultancy approach. Ensure you match your skill set and personality to the style of business you are investigating. Your basic personality traits and inherent skill set will remain with you and will influence your performance.

RESEARCH THE MARKETPLACE

The internet provides countless pages of information on virtually anything, so ensure you have looked thoroughly at the environment and marketplace for the business you are considering.

SIMPLE IS GOOD

A business that is simple to operate with structured systems will be easier to run than one with nebulous concepts and where you are left to your own devices to drive it forward. A simple business will also be easier to sell on to a new owner when the time comes for your exit for exactly the same reason.

CONSIDER A FRANCHISE RESALE INSTEAD OF A NEW START-UP

An existing business will give you that vital cash flow from day one, a local brand presence and, if appropriate, staff who know how to operate the business. It may cost a little more, but the benefits usually outweigh the cost.

BRITISH FRANCHISE ASSOCIATION MEMBERSHIP

While not being a guarantee against all risks, a franchisor that is a member of the British Franchise Association has at least gone through a thorough vetting process to attain the standards required by the organisation. That doesn't mean you can dispense with the other checks, but it is a good place to start.

DON'T TALK TO NEGATIVE PEOPLE

For me, this is an important point. You are going into business with your money, your effort and at your risk. Stay away from negative people who drain your self confidence and cast doubts on your dreams, efforts and abilities.

To be successful in business you need to be constantly positive and forward looking. Remember, it is you who every morning has to drive your business, motivate your staff and reap the rewards of success. Don't let others take that away from you with negativity and bad advice.

Follow these few simple guidelines and you will have a good chance of making the right franchise investment decision and growing a successful business. **MM**

FOR MORE INFORMATION

■ Derrick Simpson is the founder of Franchise Resales, a company that specialises in delivering resale transactions for franchisees and franchisors. He can be contacted at derrick@franchiseresales.co.uk. Alternatively, call **01562 881023** or direct on **07802 567597**.

BE YOUR OWN BOSS

WITH A MAC TOOLS FRANCHISE

- ✓ Part of £7 billion global organisation Stanley Black & Decker
- ✓ The strength of world famous brands like Mac Tools, Facom, Britool Expert & DeWalt
- ✓ Opportunity to earn £50,000 - £75,000 a year
- ✓ Be your own boss in a market worth £150 million
- ✓ Professionally-equipped van stocked with some of our 18,000 strong product line
- ✓ No ongoing royalties so you keep 100% of your profits
- ✓ Head office support and a comprehensive training programme
- ✓ We now offer two options to finance your Mac Tools franchise:
 - With £15,000 liquid capital and a £35,000 bank loan you receive our highest trading terms
 - With £3,750 liquid capital and a £8,750 bank loan you receive our lower trading terms

**POTENTIAL TO
EARN OVER
£75,000 pa**
with our new low
investment level

"After days out with other franchisees I saw what can be achieved. The rewards, job enjoyment and satisfaction were obvious and lead to an easy decision to pursue the chance of becoming a Mac Man"

Steve Marchant
Mac Tools Northampton



FREE INFO NO: 4251

08450 6000 60
www.mactools.co.uk
franchise@mactools.co.uk

franchise Q&A

What you
need to know



Ask the Experts

YOUR FRANCHISE QUESTIONS ANSWERED BY OUR PANEL OF INDUSTRY SPECIALISTS

Q What sort of face-to-face support can I expect from a franchisor?

JOHN PRATT WRITES:

The whole point about franchising is that, while you are operating your own independent business, you are not alone and support is provided by the franchisor.

It is vital that before you enter into a franchise agreement, you obtain full information as to precisely what support you will receive. From a legal perspective, the level of support the franchisor is obliged to provide is set out in the franchise agreement, but very often this support is set out in vague and general terms, so that the franchisor is only obliged to provide you with such support it considers is appropriate, which, of course, does not help an incoming franchisee.

What you would expect is a great deal of head office support in terms of telephone assistance during working hours, as well as head office keeping the operations manual updated and providing, on a continuing basis, training courses. In addition, you would certainly expect franchisors to lay on regional meetings, perhaps occasional face-to-face meetings at head office and also an annual conference.

Most franchise agreements do not envisage that the franchisor will provide face-to-face assistance at your premises without charging additionally for it because, otherwise, this would impose too great a burden on the franchisor, which would constantly be at the beck and call of franchisees.

Before taking a franchise, it is essential prospective franchisees talk to other franchisees and gauge precisely what assistance is provided.

Q Can I pass a franchise onto a family member once I reach the age I want to retire?

BRIAN DUCKETT WRITES:

It's certainly an option, though it may not be quite as simple as you might imagine.

In the franchisor's eyes, this will be equivalent to a resale, ie the transfer of the franchise rights to a third party, regardless of whether there is a financial consideration. It will therefore want to satisfy themselves that the incoming family member has all the skills and capabilities that would be required of any other franchisee.

Of course, if that family member has been working with you in the business and has perhaps gradually been taking more responsibility for its operation, the easier the decision will be for the franchisor. It will probably still charge a fee for the transfer and require the incomer to go through at least some modules of the induction training programme.

Whatever it may be, it's always good to know that a franchisee has an exit plan and many franchisors try to establish what this might be before a franchisee even joins them. From your own point of view, don't necessarily assume that passing the business to one of your children means you have to do it for nothing. It would be good practice to treat the transaction as an actual resale. Establish a value for the business and make them do a business plan to enable them to raise the funds to pay you properly for the opportunity. Then they'll realise they are becoming a businessperson.

THE PANEL



BRIAN DUCKETT

Brian Duckett is managing director of The Franchising Centre, part of the world's largest network of specialist franchise consultants, accountants and lawyers. Tel: 0870 458 6682.



JOHN PRATT

has advised franchisors for over 25 years. He is senior partner at specialist franchise firm, Hamilton Pratt. Tel: 0121 237 2027.



VICKY WILKES

Vicky Wilkes is a senior associate at law firm Squire Patton Boggs (UK) LLP specialising in both domestic and international franchising. Email: Victoria.Wilkes@squirepb.com.



SHELLEY NADLER

Shelley Nadler is a senior solicitor in the Franchising Team at Fieldfisher and has many years' experience of advising on all aspects of franchising. Tel: 0207 861 4655.

Q Will a franchisor conduct local market research on my behalf to determine the viability of a franchise in my area?

VICKY WILKES WRITES:

A franchisor is not obliged to conduct local market research to determine the viability of a franchise in a particular area. However, it may wish to do so, especially if the proposed business will be in an area the franchisor does not immediately consider appropriate. If the franchisor does conduct local market research, it may seek to include an element of the cost of such research in the initial franchise fee.

Whether or not the franchisor conducts local market research, it is advisable for a franchisee to conduct their own local market research before committing to the business. The franchisee should conduct research into matters such as:

- The population in the proposed area and whether it is made up of a sufficient number of target customers.
- Whether the franchise products or services have a stable, growing or declining market in the area.
- Whether the franchise products or services have a good reputation in the area.
- Whether there are any restrictive local laws or regulations that will affect the franchise business.
- The strength of the local competition and whether there are any of the same or similar franchises in the area.

This research into the local market is just one element of the due diligence a franchisee should carry out. The franchisee should also carry out due diligence in respect of the franchisor itself and the franchise business and be comfortable the proposed franchise concept will generate sufficient income to support their business.

Q What systems do franchisors use to keep franchisees in touch with one another to share best practice, etc?

SHELLEY NADLER WRITES:

There are several methods franchisors can use to keep franchisees in touch with each other to share best practice, as well as mutual problems and issues.

One of the main ways in which a franchisor can facilitate this is to set up a franchisee association that's open to all franchisees in the network. The franchisor will also be represented. The objectives of a franchisee association will be to improve communications between the franchisor and its franchisees and provide a forum for the experience of franchisees in the field to be passed on to other franchisees and the discussion of problems and issues facing the network as a whole. The franchisee association will usually hold periodic face-to-face meetings throughout the year.

Franchisors usually organise national conferences involving the whole network, which can be used to share the concerns and issues facing franchisees and provide an opportunity for franchisees to share ideas and experience of best practice.

Many franchisors now set up an internal intranet system that allows franchisees to communicate. For franchisors that choose not to be the forum provider to their franchisees, they may set up a page or group via social media. These allow for real time communications and can be kept private. **MM**

Send your questions to

ASK THE EXPERTS, MAKING MONEY, 49 OLD STEINE, BRIGHTON, EAST SUSSEX BN1 1NH

franchising

Look after the pennies

CARL READER OF D&T CHARTERED ACCOUNTANTS AND STRATEGIC ADVISORS OUTLINES EIGHT WAYS FLEDGLING FRANCHISEES CAN SAVE MONEY ON AN ONGOING BASIS



Every year thousands of entrepreneurs decide to start a franchise business. In my day-to-day experience I find most of them would have been able to save some money had they taken correct advice and researched their business fully at the outset.

Here are eight tips every new franchisee could benefit from:

DO YOUR DUE DILIGENCE

The biggest financial mistake you can make is investing in a franchise that isn't suitable for you.



Before committing any money, you should ensure you have done your due diligence and that the opportunity is right for you.

FURTHER RESEARCH

There is a great start-up community and several websites available to help you save money in your day-to-day business. Whether you find new suppliers, business grants, or just a sounding board for general advice, it's worth investing some of your time in this area.

REVIEW YOUR FUNDING

It is often beneficial to engage a finance broker, such as Franchise Finance, who can ensure you have the right mix of financing, at a cost-effective rate, should you require external funding for your franchise.

INITIAL TAX SAVINGS

A British Franchise Association affiliated chartered accountant will be able to help you understand whether you are claiming as much tax relief as you can, as early as you can. Franchise tax legislation is reasonably complicated, so it pays to take expert advice.

ONGOING TAX SAVINGS

Tax savings shouldn't be limited to the initial cost of setting up your franchise. A good accountant will ensure you are structured in the right way

to achieve both your personal and commercial objectives in a tax efficient structure.

FRANCHISE AGREEMENT REVIEWS

It is essential that legal advice is taken on a franchise agreement before signing it. Although these agreements are generally non-negotiable, this advice will ensure you are fully aware of any commitments you are entering into. It is also strongly recommended that you use a bfa lawyer who understands franchising, as they will not aim to negotiate the unnegotiable and will save you money in the long run.

PREFERRED SUPPLIERS

Almost every franchisor has a list of preferred suppliers who can help their franchisees save money. Usually the franchisor would have gone to some effort to ensure service levels are high and the price is market leading. In fact, many will ensure you receive discounts beyond those you could negotiate yourself.

ONLINE BOOKKEEPING

By using the latest technology, you can automate a large proportion of your bookkeeping tasks, saving significant amounts on your business administration costs. For a typical start-up, the cost saving of using bank feeds could be £200 per month. Your accountant should provide you with details of these services, which can save you money from day one. **MM**

BUILD YOUR FUTURE SUCCESS WITH **SKY THRONE** ^{LTD}

www.SkyThroneLtd.com

UNIQUE OPPORTUNITY
TO OWN A RETAIL
BUSINESS IN A MARKET
WITH HUGE POTENTIAL

E-cigarettes are a major growth market.
Sky Throne offers the opportunity to take
full advantage of this potential.

- Branded retail kiosk in high profile locations
- Fully branded
- Full training and support
- Extensive product range
- Low investment

CONTACT US TO
FIND OUT MORE

020 3086 7429

franchising@skythroneltd.com



1 Otterwood Square, Martland Mill Industrial Estate, Wigan, UK WN5 0LF - Company Registration No. 8602679

BELVOIR!



part of a winning team!

Have you ever thought about going into business for yourself?

A Belvoir franchise represents a long standing, tried and tested business model to enable you to run your own business with the support of one of the biggest companies in the residential lettings sector.

Call our team today on: **01476 570 000** or visit **belvoirfranchise.com**

Become your **own boss**



**Your tried-and-tested road
to financial freedom**

franchising

10 lettings and property franchises

FOR FURTHER INFORMATION ON ANY OF THE BUSINESSES FEATURED, SIMPLY FILL OUT THE FREE INFORMATION SERVICE CARD IN THIS ISSUE AND RETURN IT FREEPOST TO MAKING MONEY. ALTERNATIVELY, VISIT WWW.MAKINGMONEY.CO.UK AND CLICK ON 'FRANCHISING'. THEN SELECT THE CATEGORIES YOU ARE INTERESTED IN AND FIND THE FRANCHISES YOU WISH TO KNOW ABOUT



PENNY LANE HOMES

Established since 2004, estate and lettings agency franchise Penny Lane Homes offers clients a comprehensive service for a low, all-inclusive fixed fee.

With a reputation for providing excellent levels of service and support, the company has been franchising its business since 2009 and is currently focusing on expanding its network in Scotland, England and Wales.

The company has four branches, three of which are franchised in the Renfrewshire area of Scotland. Franchisees predominantly work with vendors and landlords to ensure they receive the best possible service, while networking and marketing play a significant role in building new relationships and attracting new clients.

Over time franchisees are able to adopt a more hands-off role, managing their branch and allowing staff to deal with the day-to-day running of the business.

WHAT YOU NEED TO KNOW

Investment level: typical start-up cost is £25,000. Minimum personal investment required: £5,000.

What you get: comprehensive training course that includes one week at Penny Lane Homes' head office learning all about the company and its tried and tested systems, followed by two weeks in-field training that involves spending one week working alongside an established estate agent and a further seven days with a lettings agent. The franchise package also includes ongoing support.

FREE INFO NO: 4998

NORTHWOOD

Northwood is a UK estate agency franchise that provides a full range of sales and lettings services. But it's the company's guaranteed rent offer that sets it apart from the competition. It's a highly profitable and successful business model that gives franchisees the chance to earn substantially more than if they were operating a traditional lettings service.

New franchisee receives support every step of the way. This includes mystery shopping local competitors, finding office premises and recruiting staff - the franchisor even provides branded mugs and pens. Ongoing local support from experienced operations managers is backed by comprehensive legal, marketing, accounts and IT support. Northwood's national marketing programme promotes the company's brand, ensuring a new franchisee immediately benefits from the efforts of an established business.

Started 20 years ago, Northwood has 84 offices nationwide, over 15,000 landlords and is looking to expand its network further.

WHAT YOU NEED TO KNOW

Investment level: £39,950 (plus VAT).

What you get: large, exclusive territory; full initial and ongoing training; bespoke business system; website; complete office set up; national marketing; unlimited support.

FREE INFO NO: 4308



NO LETTING GO

No Letting Go provides inventory services to the lettings industry, primarily condition reports on residential rented properties, including check-in, mid-term checks and check-outs, plus a host of add-on services that allow franchisees to maximise their earning power.

Founded in 2002, the company has been franchising its business since 2006 and now has more than 40 regional offices nationwide.

Franchisees receive expert training and support from the outset. In addition, No Letting Go invests in the business on an ongoing basis in order to maintain its position in the market and give franchisees the edge over local competitors. Its nationwide coverage means No Letting Go is able to attract national accounts, which are serviced by its franchise network.

The company is looking for prospective franchisees who are passionate, customer focused and have a desire to build a successful business. Property inventory management offers a potentially lucrative and flexible career and No Letting Go provides in-depth training, leading edge technology, best practice and full support to allow you to focus your drive and enthusiasm on developing and growing your own franchise business.



WHAT YOU NEED TO KNOW

Investment level: £20,000, which includes all set-up costs and working capital.

What you get: structured training programme; ongoing support; online customer relationship management system; national contract work; marketing material; local web presence and marketing launch; business start-up kit and best practice guides.

FREE INFO NO: 4554



BELVOIR

Lettings and estate agent Belvoir was founded in 1995 by Mike and Stephanie Goddard and its first pilot franchise launched in June 1996. The company now has more than 85 branches throughout the UK, from as far north as Elgin in Scotland to Portsmouth on the south coast.

Most branches are run independently by their owners, who aim to combine national expertise with local knowledge. Belvoir says it's keen to open more franchises that offer a comprehensive management, legal and financial package of services for both landlords and tenants.

As well as a tried and tested franchise package, franchisees have access to a legal helpline, ongoing training and IT support. They also operate under a recognised brand.

The rental sector is fuelled by social change and with reduced job security, population mobility, favourable legislation and a lack of suitable properties being built, an increasing number of people are renting rather than buying houses and flats, according to Belvoir, which is leading to an increase in demand for the services provided by its franchisees.

WHAT YOU NEED TO KNOW

Investment level: Home start: £19,500 (plus VAT and working capital). Shop start: £35,000 (plus VAT and working capital).

What you get: exclusive territory; full training; ongoing support; dedicated legal and business helplines.

FREE INFO NO: 4280

NEWTON FALLOWELL

As one of the largest and most successful estate agency franchises in the east Midlands, Newton Fallowell has 27 residential sales and lettings branches throughout Nottinghamshire, Leicestershire, Lincolnshire, Derbyshire and Staffordshire.

The brand values reflect the company's family-owned ethos and new franchisees receive tailored training that's geared to match their experience and background, with many franchisees coming from outside the estate agency sector.

Tim Stockdale, franchisee and managing director of the Swadlincote Newton Fallowell branch, says: "You get the best of both worlds - independent estate agent, business owner and employer, but with the full benefits of a network of offices, group purchasing power and a dedicated support team to deal with the things you don't have time to deal with. It gives you time to focus on growing your business."

Fellow franchisee Simon Shilton, managing director of the Burton upon Trent branch, adds: "I received a huge confidence boost from the directors at Newton Fallowell and it's this ongoing support and drive from head office that's been instrumental in keeping me confident, particularly during harder economic times."

WHAT YOU NEED TO KNOW

Investment level: £25,000 plus working capital of approximately £40,000-60,000.

What you get: tailored training package; business support that includes access to the latest technology; marketing support; full service accounting function; annual business review.

FREE INFO NO: 4997



franchising

CENTURY 21 UK

There's never been a better time to get into the property sector. Mortgage lending is on the up, the number of property transactions is rising steadily and the lettings industry is going from strength to strength.

As both an estate and lettings agency, Century 21 covers both sides of this fast moving market, helping individuals and landlords buy property, secure tenants and manage those properties.

The company's focus is on personalised service and supports franchisee owners from start-up through to establishing their agencies in their local areas. Century 21's head office team helps franchisees find premises, market their businesses and recruit and train staff.

Once a franchisee has chosen the location of their business, Century 21 provides a protected trading territory, which will be agreed prior to signing the franchise agreement. Ongoing support is also provided.

WHAT YOU NEED TO KNOW

Investment level: £20,000, plus business start-up costs.

What you get: full induction training; assistance with locating premises; help with staff recruitment; property management software; website; marketing support.

FREE INFO NO: 4890



PLATINUM PROPERTY PARTNERS

Platinum Property Partners is a successful property investment franchise that enables you to build your own specialist buy-to-let business - whether you're a novice or seasoned property investor.

The company has developed a tried and tested system that maximises rental income from high quality shared housing for young professionals. But Platinum Property Partners doesn't just provide a business opportunity, it also encourages and enables people to achieve their broader goals in life.

Most of its 200-plus partners weren't looking specifically for a way into property investment, but were exploring how to achieve one or more of the following goals: replacing their current salary or supplementing their existing income; starting a new career; earning a substantial income for life and boosting their pension provision; leaving a substantial

inheritance for future generations; or achieving a better work-life balance.

Franchisees will learn how to build, market and maintain their ideal portfolio and earn up to three times as much rental income as similar properties with single tenancy. They also benefit from a proven model and sustained support over several years, as well as owning their assets and business, so an income is generated even after their commitment to Platinum Property Partners has expired.

WHAT YOU NEED TO KNOW

Investment level: price on application.

What you get: comprehensive start-up support; ongoing training programme; set of operating manuals.

FREE INFO NO: 4673

AGENCY EXPRESS

Van-based franchise Agency Express has a growing network of over 110 franchisees, all of whom benefit from the company's comprehensive franchise package and proven business formula.

The award winning company was established in 1998 to offer a nationwide board service to both corporate and independent estate agencies. Today, Agency Express works for over 40 per cent of all estate agency offices in the UK and conducts over 80,000 property visits per month.

Its comprehensive franchise package includes a 10-year renewable franchise agreement to trade under the fully protected Agency Express identity within your own exclusive territory; the deposit paid on a new Renault Master van that's supplied complete with Agency Express graphics, removable racking and sat nav system; specialist tools, equipment and clothing; and the premium paid on your first 12 months' public liability cover.

WHAT YOU NEED TO KNOW

Investment level: £21,500 (plus VAT).

What you get: full training; ongoing pre and post-launch support comprising initial territory research, customer database creation and weekly mailshot campaigns; exclusive territory; specialist tools, equipment and clothing.

FREE INFO NO: 4276



The British Franchise Exhibition

19 & 20 June 2015 | EventCity, Manchester

Event sponsor:

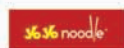


RUN YOUR OWN BUSINESS

discover the world of franchising

- Top brands
- Inspiring speakers
- FREE seminars and advice
- FREE business planning

Exhibitors at the event include**:



In association with:



Supported by:



DAILY EXPRESS
SUNDAY EXPRESS
FranchiseWorld

**Correct at time of press

BOOK FREE TICKETS USING CODE MMA2
Visit FranchiseTickets.co.uk

*See website for details

franchising

Best thing that ever happened

THAT'S HOW JILL PHILLIPS DESCRIBED BECOMING A FRANCHISEE OF CLOTHING ALTERATIONS AND REPAIRS SPECIALIST THE ZIPYARD

Jill Phillips says she was “very cross” when she was made redundant from her job in credit control in September 2011. However, within 12 months she became the owner of The ZipYard in Basingstoke and admits it was probably the best thing that ever happened to her.

Jill lived in Hanover, Germany from the age of 14 with her father, an ex-RAF serviceman, and German mother. In 2006, after both parents passed away, she decided to move back to the UK. It was then she met husband-to-be Gerald and became a credit analyst in the UK offices of a major US corporation based in Basingstoke.

SHOCK

But after five years with the company and having worked her way up to team leader, Jill was informed she was to be made redundant.

“I thought it was a job for life and I didn't know what to do with myself,” she explains.

Jill returned to Germany for a couple of weeks to visit friends and spent time considering her future on her return to the UK.

“I couldn't muster up much enthusiasm to do anything, then Christmas came and I thought ‘Right, you've got to get yourself going girl,’” she says.

Soon after Jill's husband returned home from a trip to the doctors clutching an advertisement he'd seen in a magazine in the waiting room about The ZipYard.

She agreed to contact Nigel Toplis, franchisor of The ZipYard, to find out more about the business. Nigel suggested she pay a visit to Richard McConnell, owner of The ZipYard in Altrincham.

Jill explains: “Gerald and I went to stay in Altrincham for a Valentine's weekend break and visited Richard's centre. We were excited by what we saw and I felt I could manage this kind of business. That was in the February and after that it all happened very quickly - finding premises, training, hiring staff and doing all the legal stuff. We opened on Monday, May 21, 2012. I was nervous, but quietly confident.”

Since launch, sales have been good. Jill adds: “The feedback from local people is so encouraging. People come into the centre and say to me: ‘This is just what Basingstoke needs. Thanks for opening here.’”

And, says Jill, the franchisor has been very supportive: “The whole team has been fantastic. From the training, which was very hands-on, to the huge level of support I've had, it's all been great. Although it's my business and the buck stops with me, I've never felt alone or out on a limb. It's been teamwork from day one.”

“Once my business has been up and running for a while, I'd love to branch out with another one



somewhere else. But for now I'm happy focusing my efforts on Basingstoke and making a success of it. I've just taken on another seamstress, so the business is growing already.”

SOCIABLE

Would she recommend The ZipYard to other potential franchisees?

“Most definitely,” Jill says. “I'm learning all the time and it's such a sociable business. I enjoy talking to the customers and get a feeling of satisfaction from seeing how happy they are when their clothes fit properly.”

“As a woman, I can recommend the business. All I'd say is you have to want to succeed and know what your capabilities are.” **MM**

FOR MORE INFORMATION

■ Call Emma Downes on **01530 513307** or email **info@thezipyard.co.uk**. Total cost of the franchise is approximately £38,500 (plus VAT) plus shop fit.

FREE INFO NO: 4718

Reinvent yourself

RECRUITMENT START-UP PLATFORM NETWORKS 3R OFFERS THE FLEXIBILITY MANY WOMEN ARE LOOKING FOR WITHOUT COMPROMISING ON THE FINANCIAL AND INTELLECTUAL REWARDS.

MANAGING DIRECTOR **LIZ KILFORD** EXPLAINS

If you are thinking about returning to work after having children, stuck in a dead end job, longing to escape the frustrations of corporate life or simply looking for a way to express your creativity, then career reinvention is on your mind.

And apparently we are all at it or soon will be - myself included - as like many I became frustrated with the limitations of my career and the feeling that my passion and creativity were being stifled.

MULTIPLE CAREERS

With up to a decade on the historic retirement age, more of us are intending to work well into our 60s and are predicted to take sabbaticals and downtime, as well as reinvent ourselves with multiple and portfolio careers and entrepreneurialism.

After boring my friends with many different and often crazy business ideas, I plumped for a slight adaptation of my previous career, a variation on a theme that brought my experience and passion together. The idea behind my personal career reinvention was to provide a recruitment business ownership platform offering flexibility, choice and control with great networking, training and support.

At Networks 3R we work with people who are thinking about launching their own recruitment business, which could be a flexible business operated from home and worked around the



Liz Kilford: "The majority of the people we support are highly driven individuals"

"In the current recruitment market, power is seeping away from the big name generalists"

school run, a boutique consultancy or even a scalable business that could be sold.

The majority of the people we support are highly driven individuals who have been high achievers in their previous careers. They possess specific ideas on how to create competitive advantage and have a professional approach. They also go on to enjoy success in recruitment, while their industry specialisation ensures high client retention rates.

In the current recruitment market, power is seeping away from the big name generalists who do not have the flexibility or personal approach required by many recruiting assignments these days. The smaller and more agile businesses are winning, with their focused specialisations and ultra-personal philosophy.

Few, when starting their own company, can forget their previous business alter ego entirely. Many miss the involvement and networking with peers in their industry. Increasing amounts of women who are looking for a flexible career are turning to recruitment. For them, running their own boutique recruitment company is a great way to stay in the business world they know and love, but on their terms.

IDEAL STEP

Whether you're a stay-at-home mum or just want some work-life balance to enjoy some of your passions in life, running your own recruitment business is an activity that can be scaled up and down with their personal requirements. It's the ideal step across from a corporate career, without taking your finger off the pulse of your industry.

A one-off payment gives you Networks 3R's initial 'launch pad', which provides you with everything you need for a quick start recruitment business launch. Then you can decide on the ongoing subscription support package that best matches your ambition. With Networks 3R, you have full control over your brand and ongoing support. This means you can upgrade, downgrade, customise your support or cancel your subscription with limited obligations.

Because, let's face it, today women want flexibility, choice and the accessibility to train, retrain, re-educate and/or become an entrepreneur and we need more reinvention initiatives and platforms than ever before. **MM**

FOR MORE INFORMATION

■ Call **0203 291 3827** or email **info@networks3r.com**.

FREE INFO NO: 4992



STEAK YOUR CLAIM IN THE BURGER REVOLUTION



Steak 'n Shake is a classic American brand serving steak burgers, hand-cut fries & hand-dipped milk shakes. With hundreds of locations in the US we are actively looking for franchise partners to be part of our successful UK expansion programme.



We are seeking individuals, partners & businesses with a minimum of circa £240,000 in liquid capital, to own and operate their first Steak 'n Shake outlet in the UK and Eire with a view to opening more.

JOIN THE REVOLUTION

E-mail us now to reserve your place at one of our face-to-face meetings across the UK in 2015 at
UKFranchise@steaknshake.mc

or apply directly on our website: **www.steaknshakefranchise.eu**

STEAK N SHAKE®

BY *Biglari*

IBIZA

CANNES

NEW YORK

LOS ANGELES

...and over 530 other locations

franchise top tips

The truth about **discovery days**

JODY FIVEASH, UK RECRUITMENT MANAGER AT TAXASSIST ACCOUNTANTS, GIVES YOU THE INSIDE TRACK ON THE EVENTS THAT ALLOW YOU TO MEET FRANCHISORS FACE TO FACE



As part of their franchisee recruitment process, many franchisors hold discovery days, either on a regional basis or at their corporate offices. As the name suggests, these are events that allow you to discover more about the franchise opportunity and if it could be a good fit for you, so are an important part of your due diligence.

But what in reality is a discovery day? Is it a heavy sales pitch? Will you be asked to commit to a franchise there and then?

LOOK AROUND

Discovery days are designed to allow you and a franchisor to meet face to face. For you, it's a chance to take a good look around the franchisor's headquarters and meet the people who'll be supporting you should you join the network. For the franchisor, it's a chance to meet you and show you the great opportunity on offer.

Discovery days can be group events or one-to-one meetings. Our preference is for group sessions, as we find they allow you to get more out of the day. Someone will invariably ask a great question you may not have thought of and as our franchise is a business building one, with franchisees expected to attend networking events, it's a great opportunity to see how prospects interact, both with support centre personnel and other attendees.

It's worth remembering that discovery days are very much a two-way thing - while you're assessing the franchisor, we'll be doing the same to you.

We always encourage attendees to bring their partner, a family member or trusted adviser along to these events. As you are looking to invest a sizeable chunk of your savings, possibly take on a business loan and, in many cases, be leaving the security of paid employment, family support is critical, so involve them in your research, let them meet the franchisor and hear first-hand about what you are looking to invest in. Not only will it make the decision making process easier for you, from a franchisor's perspective, it also shows additional commitment, as both of you have taken the time to visit.

Franchise candidates shouldn't expect to discover anything negative. If you knew you were having company at your home on a particular day, you'd make sure your house was in order. You should keep in mind that, as well as showing you how the franchise works, most discovery days are designed to impress you.

KEY INFORMATION

The key things a franchise discovery day will often cover includes:

- The franchise's background, including history and current statistics, such as size of the network, how long it has been franchising and overall network performance.
- The franchisor's business background, including any awards or accolades it has won either in the franchise arena or business sector in which it operates - both are equally valid.
- Overview of the business model. This will likely be brief, as it will have been covered in the franchise prospectus and pre-discovery day conversations with the franchise recruitment team.
- A breakdown of the franchise package and what is included in the franchise fee.
- More detailed information on the training package provided.

- How the franchisor will support you in growing your business.
- Business planning and bank funding options.
- The franchise agreement, next steps and guidance on the due diligence you should be carrying out.
- General question and answers.

Much of the background information shared with you on a discovery day is already available to you. As a franchisor, we would expect that by the time someone reaches the stage of attending one of our discovery days they would be fairly well educated about the business model. The day is as much about getting to know the people involved and for you to assess if the facilities the franchisor has meet your expectations.

Discovery days also provide you with an opportunity to ask questions. We always recommend prospective franchisees call or visit existing franchisees to get an unbiased view and a realistic feel for the business from people who have been through the process.

All our prospective franchisees have to attend a discovery day, as it's a great opportunity for you to meet the team and see if our franchise is right for you and for us to see if you are right for the franchise.

“The discovery day comes at an early stage of the process and all we would expect someone to sign on the day is a standard non-disclosure agreement”

By the time someone attends they will have had a copy of our prospectus, supplied their CV and application forms and had initial conversations with the recruitment team to assess their level of suitability.

The discovery day comes at an early stage of the process and all we would expect someone to sign on the day is a standard non-disclosure agreement. Throughout the day we involve all the executive directors and senior managers, so that you get to meet everyone who will be involved in supporting you and we can collectively assess your suitability, so that all are in agreement before we offer someone a franchise.

One of the primary concerns prospective franchisees often have is about securing finance. As a well established franchise network, we have a good relationship with the top banks and a relationship manager from one of the main banks is on hand at our discovery days to discuss funding with you.

At the end of our discovery days we offer one-to-one sessions in order to discuss any questions or concerns in private. It's not about hard selling. Our mission is to give you the information and facts you need to go away and think about how you want to proceed.

FRANCHISE AGREEMENT

After the discovery day we supply prospects with a pack that includes a directory of all our franchisees, a copy of the franchise agreement, a copy of the British Franchise Association code of ethics and a business plan template.

Whichever franchise you are talking to, take the time you need to make an informed decision. We've had franchisees join us just three weeks after a discovery day, as well as up to 10 years after an event.

After the day, take the time to reflect on the opportunity and the company culture. Assuming you like what you hear and feel the franchisor is someone you could work with for the next five, 10 or even 20 years, you can then move onto the detailed due diligence stage. **MM**



Discovery days provide you with an opportunity to ask questions

franchising

New to the **UK**

BAKE & TAKE HAS PLANS TO OPEN 150 STORES WITHIN FIVE YEARS



bake & TAKE is a sophisticated self service European inspired cafe. The brand originates from Germany, where it is known as backWERK, and has 320 established franchise cafes across Germany, Switzerland, Austria and the Netherlands.

Business partners Robin Page and Steve Mahon have bought the master rights for the brand in the UK and Northern Ireland.

HIGH QUALITY

"Our franchise exists to fulfil a gap in the market and provide our customers with a high quality, freshly prepared range of up to 250 different products," Robin says. "bake & TAKE would provide the right partners with a fantastic opportunity to grow a business that meets their aspirations where other food franchises have little or no choice of territories to offer."

What made Robin decide to develop bake & TAKE in the UK? He explains: "I was approached to

launch bake & TAKE in the UK. Taking into account the enormity of the task, I asked Steve to join me, as together we have a strong set of skills in both retail and franchising.

"We have spent the last 12 months putting the infrastructure in place and with a significant investment of more than £1 million we are now ready to launch the bake & TAKE franchise in the UK. Our flagship store in Greater Manchester is trading well and ahead of budget."

Robin and Steve, who both boast formidable backgrounds in retail and franchising, having held director roles at Argos, Littlewoods, Wine Cellar and Cash Generator, to name a few, are privately funding the joint venture and have dynamic plans for the business.

The bake & TAKE model combines superb coffee, similar to that served in coffee shops, with an impressive selection of delicious savoury and sweet products found in bakeries. From illy coffee to a Kaiser roll and Turkish flatbread, bake & TAKE's

continental style deli, with its modern European design, is sure to charm consumers across the UK.

Steve says: "There are plenty of coffee shops and bakeries in the UK, but there is nothing like bake & TAKE in the marketplace. The self service angle, combined with the comprehensive cosmopolitan menu, which focuses on freshness and affordability, sets bake & TAKE apart."

"The cafe in Greater Manchester will showcase all that bake & TAKE can offer, with more than 200 products available. Furthermore, the menu has been designed to cater for specific times of the day, providing suitable options for breakfast, lunch and dinner."

"Dependent on the location of the cafe, each bake & TAKE store has the potential to turn over between £400,000 and £750,000 per annum, which makes it an attractive business proposition for potential franchisees, and with our European experience we know larger stores are able to achieve in excess of £1 million turnover."

Importantly, the brand also offers a business-to-business outside catering package, which adds significantly to the potential revenue and profitability of the business.

Robin and Steve have plans to open 10 cafes in the next 12 months and 150 stores within five years.

INVESTMENT LEVEL

There are different options available, depending on the location and size of store, but fees start from £13,950 for a small operation and fit-out costs are approximately £65 per sq ft, which means a small store can be obtained for approximately £75,000.

Bigger sites and stores will be more expensive, but offer a significant revenue generation opportunity for franchisees. **MM**

FOR MORE INFORMATION

■ For more information call **0161 667 3555**, visit **www.bakeandtake.co.uk** or email **r.page@bakeandtake.co.uk**

FREE INFO NO: 4986





Build your own Executive Search business with CNA International, part of the Pertemps Network Group

Becoming a Senior Partner with us includes:

- A chance to leverage your skills, motivation and contacts
- Full training and ongoing support
- Choose your own sector, with exclusivity
- Retain up to 87.5% of your billing
- Own 100% of your sector-specific business
- Free membership to the Institute of Recruiters
- Work from home or an office space
- Opportunity to expand your business with no limitations
- Build a business to sell
- Average owner operators generate £100k in net profits
- Invoice factoring included
- Use of the leading Pertemps Network Group business systems and a CRM system

We also offer a special package for experienced recruiters and Master Franchises are available Worldwide

For more details please contact Director Nick Sprang on

+44 (0)1676 822 222

or email **Nick.Sprang@cna-international.com**



franchising



Winning formula

MAC TOOLS IS CELEBRATING THE SILVER ANNIVERSARY OF ITS OPERATION IN THE UK IN 2015

This year marks an important milestone for Mac Tools - it was 25 years ago in 1990 that the first Mac Tools distributor hit the road in the UK.

Now with more than 130 franchise holders in the country with access to a global product line in excess of 42,000 items, the company's original vision of delivering an impeccable level of tool quality and service to automotive professionals via a mobile salesforce of franchisees has proven to be a winning formula.

JOURNEY

That first Mac Tools distributor in the UK was Mike Brooks, who set out covering the Yeovil area.

Talking about his time in the business, he says: "I've been with Mac Tools from the very beginning and in that time I've seen it go from strength to strength. It's been an amazing journey and hugely rewarding. Of course, there have been challenges, as with any business, but 25 years later I'm still enjoying what I do. I would definitely recommend Mac Tools to anyone looking to start a franchise business, regardless of their background."

A further example of how Mac Tools franchisees enjoy the opportunities offered is highlighted by Frank Gorman's story.

"I have been a Mac Tools distributor for 15 years," he says. "Right from when I first started, it was a

friendly place to be. Even though the company has grown a tremendous amount since then, I'm happy to say that's one thing that has remained consistent.

"I've seen a lot of changes, but all for the better. In the early days, sales off the van would be handwritten, list prices were taken from a price book and I would constantly have to phone head office

"Working together as a team definitely helps me to achieve my goals and targets"

to place orders, chase stock, etc. However, now that we're in the digital age, running my business is a lot easier because I do nearly everything online. This leaves me a lot more time to deal with my customers, which at the end of the day is what this business is all about.

"I work daily with Mac Tools' sales, accounts and marketing departments and they all do a great job to help my business. Working together as a team definitely helps me to achieve my goals and targets.

I can confidently say that Mac Tools is heading in the right direction and I look forward to the next 15 years."

HISTORY

While Mac Tools has been in the UK for 25 years, the history of the company goes back much further. The company's story of success began in Ohio, USA in 1938, when seven men got together to form the Mechanics Tool and Forge Company with the aim of manufacturing the finest tools in the world. In 1945 the company changed hands, leading to the formation of Mac Allied Tools, a brand that soon became referred to simply as Mac Tools.

By the early 1960s the company had officially changed its name to Mac Tools and the rest, as they say, is history.

From those early days of the Mechanics Tool and Forge Company and throughout Mac Tools' 25 years in the UK, a philosophy of excellent quality, price and service remains unchanged, while the company spirit that made it successful in 1938 is the same spirit that makes Mac Tools a leader in the automotive tool and equipment business today. **MM**

FOR MORE INFORMATION

■ Call **08450 6000 60**, email franchise@mactools.co.uk or visit www.mactools.co.uk

FREE INFO NO: 4251



TIGER BILLS



TIGER BILLS FRANCHISE

Become a part of a global franchise success story with a brand tipped as the one to watch by Horizon. With its cutting edge Thai-Western grill, Tiger Bills has benefitted from outstanding consumer feedback whilst delivering exceptional returns to its growing portfolio of franchisees. If you would like to hear more about how to join one of the fastest growing restaurant brands and share in the financial rewards, contact us today:

INFO@TIGERBILLSFRANCHISE.CO.UK

or visit us at:

TIGERBILLSFRANCHISE.CO.UK

franchise frontrunners

Supplier to **the stars**

AMONG CAFE2U FRANCHISEE PAUL NEWMAN'S CUSTOMERS ARE SOME TOP TV ACTORS. **TREVOR JOHNSON** REPORTS



What is Mr Selfridge's favourite coffee? It's never been mentioned on the hit ITV series (he's rarely seen drinking anything stronger than a glass of water), but Paul Newman will tell you that Jeremy Piven, the American actor who plays the pioneering store owner, likes nothing better than a steaming macchiato.

And Miranda Hart, star of *Call the Midwife*, can't wait for a refreshing latte at the end of a long day's filming. "How do I know?" asks Paul. "I make coffee for them."

POPULAR

That's because as Rochester franchisee of mobile coffee company Cafe2U, Paul's patch includes the historic Chatham dockyard, now a popular TV and movie location, with its cobbled streets and untouched Victorian and Georgian houses and buildings.

Episodes of countless hit shows, including *Mr Selfridge*, *Call the Midwife*, *Downton Abbey*, *Foyle's War*, *Sherlock Holmes* and *Antiques Roadshow*, have been filmed there.

"The great thing about our mobile service is that we're so flexible," says Paul, who took over the Rochester area in 2011. He's no stranger to franchising - he worked for McDonald's for 30 years, before deciding to become his own boss - and is currently Cafe2U's franchisee of the year.

"I might get a call saying there's night filming at the dockyard and they need refreshments - and off I go," Paul explains. "It's exciting meeting some of the stars of the shows, but there's never a dull moment in this business. You're always going to new places and meeting new people. It's a great franchise and I've never regretted going on my own."

Since starting life in Australia in 2000, Cafe2U is now the world's largest mobile coffee network with more than 250 franchises - over 60 in the UK - delivering freshly ground coffee and other quality drinks and snacks to businesses and workplaces.

A traditional tea drinking nation, things are changing fast - 70 million cups of coffee are now sold in the UK every day, according to the latest surveys. "We've found customers appreciate a good cup of coffee and stick to what they like," Paul says. And the latest studies bear him out. The current

favourite from Cafe2U vans is latte (32 per cent), beating cappuccino by 14 per cent.

Customers are loyal to their mobile coffee supplier, with 52 per cent visiting the vans three-five times a week and 82 per cent saying Cafe2U coffee is their favourite.

"That's good to know," Paul says, whose red custom-built Mercedes van with its state-of-the-art equipment and distinctive 'Godfather' air horn call sign serves at least 120 customers a day in workplaces ranging from offices and shops to shipyards, factories and industrial units.

At weekends Paul is to be seen - often with wife Melanie, mother Sandra and son Harry - at leisure events in the country or at the seaside. "It's a real family business," he says. "I loved the van from the moment I saw it. It's fitted out with everything you could need, including barista equipment, warming oven and fridge."

A Cafe2U franchise costs around £25,000, which includes an exclusive territory, launch and marketing activity, plus a four-week training and support programme to ensure a new business gets off to a flying start.

As the company says: "Cafe2U offers opportunities for entrepreneurs to own a mobile coffee business without the hassle of landlords, rent or staff. The Cafe2U business model is based on weekly success, with revenue increased through event and function work, so that you can balance your lifestyle and business goals.

"We are now the largest provider of mobile coffee at events up and down the country. With a 70 per cent gross margin, it's a low overhead, high margin business that has flexibility in how it can be run. Taking a great product to the customer, rather than waiting for them to visit you, puts you in control of the business from the start.

"Cafe2U is a simple idea based on providing a much needed service where traditional vendors struggle. You get out of it what you put in - you can work as much or as little as you like. You can either make a living for a family or, if you are ambitious, expand and run a whole fleet - it's up to you."

POTENTIAL

UK managing director Tom Acland was a Cafe2U customer in his office in Sydney, Australia when he recognised the potential of the business, bought the UK master franchise and launched the first UK venture in 2006.

As UK coffee consumption soars - some Cafe2U vans report sales increases of nearly 70 per cent - to around £800 million a year, the future could hardly be brighter for franchisees like Paul.

"More and more businesses are locating to out-of-town areas and most are cutting back on in-house catering - many don't even have coffee machines, which is great for us," he says.

"I started working for McDonald's when I was 17 and progressed to management level. Once I had the experience of running my own branch, I chose to continue down the franchising route, as opposed to starting my own business from scratch, because I knew it had much more solid foundations.

"I chose a Cafe2U franchise because I liked the way they came across. The franchise was in my price range as an affordable option and, funded by my personal savings, it became a reality in November 2011.

"In the build-up to my launch I had five days training at Cafe2U's head office in Leeds, then my franchise development manager worked with me shoulder-to-shoulder for 10 days during the opening weeks.

"For anyone planning to buy their own franchise, my advice would be to ensure you are financially sound before you start. This will give you the best chance of making a serious go of it. For the future, I am going to stick with my basic plan and see how things progress. I will think about buying another Cafe2U if progress continues as it is now. It's certainly more than fulfilled all my expectations."

SUCCESS

Other Cafe2U franchisees have similar success stories to tell.

For Antonio Petrosino, taking over the Merton, London franchise has been almost a home from home. He'd spent 28 years in the catering industry and decided it was time he became his own boss. "Now I am and every day is different," he says. "I think I have found my perfect job."

Kevin Thomas was client director of a £4 billion technology company when he saw a Cafe2U van



driving around his home city of Cardiff and was intrigued. Now after 30 years' experience in sales, he's his own boss, has a Cafe2U franchise and is enjoying every minute of it.

Laura Macrae, an award winning Aberdeen West franchisee, first heard about Cafe2U after husband Stuart raved about a wonderful cup of coffee he had bought from a van outside his office. "I couldn't believe you could get a decent coffee from a van, but he was absolutely right," she remembers. "I suppose it was a life changing moment."

Back in Rochester, Paul Newman knows what she means. "I love what I do," he says. "Looking to the future, I want to continue to build a loyal customer base and help everyone to enjoy great coffee. If Mr Selfridge likes it, I must be doing something right." **MM**

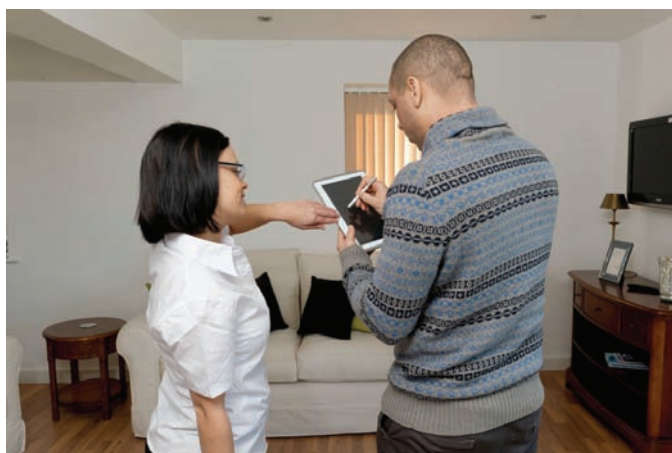
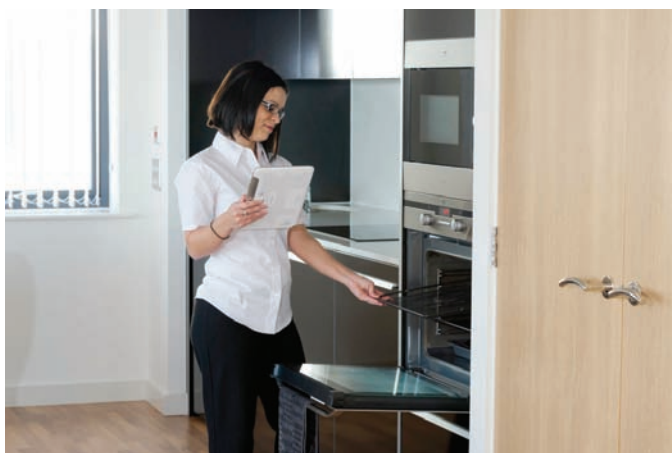


FREE INFO NO: 4686

franchising

Join a multi-million pound market

NO LETTING GO FRANCHISEES PROVIDE A TRUSTED PROPERTY INVENTORY MANAGEMENT SERVICE



Considering a franchise? Why not become a No Letting Go franchisee and join the buoyant property rental market?

There are over 1.8 million landlords and over four million privately rented properties in the UK, meaning the potential annual market for No Letting Go's services is worth £700 million-plus.

FOREFRONT

No Letting Go has been at the forefront of property inventory management since 2006 and since then has been the benchmark for the provision of professional, high quality services to letting agents and landlords.

Property inventories have become an essential part of the letting process - important to both landlords and tenants - and No Letting Go is the fastest growing provider of these and related services. Its clients include letting agents, property management providers, landlords and property professionals.



Nick Lyons: CEO and co-founder of No Letting Go

"Building a successful business is about having confidence - confidence in your ability and confidence in the service you are providing"

Backed by an established brand, franchisees receive in-depth training and ongoing marketing support that reduces risk and increases their ability to grow a successful business.

Franchisees come from a wide range of backgrounds. What they have in common is the desire to steer their own ship and create a wonderful lifestyle for themselves and their families.

Rachel Farr joined No Letting Go last summer. She explains: "I am loving being my own boss and with additional backing and support from the No Letting Go team, I have the best of both worlds. I enjoy the variety, as every day is different, and the freedom to manage my own time and the flexibility I have as a result is wonderful."

Building a successful business is about having confidence - confidence in your ability and confidence in the service you are providing. Training is key in helping you develop that.

No Letting Go says its training and quality director, Lisa Williamson, is one of the best in the industry. She has over 20 years' experience, the last

10 years of which were spent running and building her own successful inventory business.

KEY

A key component of No Letting Go's franchise business is its PIMS system.

Lisa says: "Our property inventory management software sets No Letting Go apart. Letting agents love the fact they can order their inventories online, track their progress and have 24/7 access to their reports.

"As a franchisee, this user friendly tool not only gives you a great competitive advantage in terms of securing business, but as your own business tool it enables you to work efficiently, giving you complete visibility of where you are with your bookings, reports and invoicing." **MM**

FRANCHISE PACKAGE INCLUDES:

- Full training, including sales and marketing.
- The latest technology, including No Letting Go's user friendly touchscreen/voice recognition tablet system to help you create inventory reports and checks.
- Easy-to-use online inventory management system.
- Centralised marketing campaigns promoting No Letting Go's services.
- Access to national contract work.
- Ongoing business support and advice, including annual business and financial planning, to help you achieve your goals.

FOR MORE INFORMATION

- Call **0203 1264 409** or visit **www.nolettinggo.co.uk**.

FREE INFO NO: 4554

2014 – bfa brand
of the year finalist



The most successful
**garment alteration
franchise** in the UK

Who?

- Are you ambitious to run your own business?
- Customer driven and well organised?
- Can you follow a proven business system?

How?

All Zip Yard franchises are finished to a distinctive specification and you are presented with a fully operational and fully supported business with trained staff and comprehensive brand marketing from day one.

Support Includes:

- Marketing and promotion tools
- Group purchasing power
- Internet and web support
- Ongoing training programmes
- Continued concept and product development
- Day to day troubleshooting

Total Cost: **£38,500**
+ VAT plus shop fit*

- ✔ **One-off licence fee**
- ✔ **Franchise package:**
 - Corporate branding
 - Production equipment
 - Marketing and PR launch programme
 - Opening stock
 - Bespoke electronic point of sale system, software and computer
 - Extensive marketing collateral
- ✔ **Training and project management**
- ✔ **Ongoing business support**
- ✔ **Fully fitted retail unit**

"After meeting the franchisor, Nigel Toplis, we were very impressed by the professionalism of the franchise. Since opening the reaction from customers has been amazing and business is going so well that we are looking to open a second Centre, and possibly a third after that."

Richard McConnell, The ZipYard Altrincham

FREE INFO NO: 4718

For further information call
Emma Downes on 01530 513307

e: edownes@thezipyard.co.uk w: www.thezipyard.co.uk

* The exact shop fit cost will be determined by the size and standard of the premises



franchising

Guaranteed turnover

THE DUBLCHECK FRANCHISE HAS ALLOWED PETER AND PRU DAVIES TO BUILD A BUSINESS TO SUIT THEIR SPECIFIC NEEDS



Founded in 1993, Dublcheck is the UK's leading franchised commercial cleaning company and has been recognised as the 20th fastest growing private company by Virgin Fast Track and The Sunday Times.

With over 100 franchisees in operation, Dublcheck remains a wholly owned British company. Founder and chairman Carol Stewart-Gill says with confidence: "If you put in the effort and follow the Dublcheck system, huge rewards can be realised. Franchisees can look forward to a safe and secure future and a great opportunity to create a large business and a valuable asset."

GUARANTEED TURNOVER

Dublcheck is a franchise where you don't need to do any selling, unless you want to. All the business is obtained on behalf of franchisees, so they know exactly what their turnover will be. You can start with a minimum turnover of £14,950 per annum if you want to run a hands-on business, starting small while retaining the security of your current employment, or you can purchase a franchise worth £500,000 per



Pru and Peter, Dublcheck franchisees, with founder and chairman Carol Stewart-Gill at the gala dinner

annum by operating a management business. And opportunities are endless, as there is no upper limit.

The variable investment levels offered by Dublcheck allow franchisees the flexibility to operate a hands-on venture, a partly managed enterprise or a completely managed business. These tiers enable franchisees to operate a successful business

according to their personal skills, ambitions and lifestyle requirements.

Whatever your background, investing in a Dublcheck commercial cleaning franchise can make you a success. Having been in the business of setting people up in the commercial cleaning sector for 20 years, Dublcheck knows how to deliver. When you invest in a franchise, the company's committed head office team will not only walk you through a comprehensive training course, but will also go that extra mile by obtaining cleaning contracts on your behalf.

"The commercial cleaning sector is a massive industry worth over £3 billion," Carol says. "Just think of all those buildings out there that need cleaning. This is an exciting opportunity for franchisees because the growth and profit potential can be maximised using the experience, knowledge and systems we have developed."

Peter and Pru Davies weren't necessarily looking to set up a cleaning franchise when they sold the greengrocer's business they had run for 12 years - so it might come as a surprise to find

they are still running the successful Dublcheck enterprise they first invested in 19 years later.

Says Peter: "We knew we had to sell our greengrocer's business as times were changing, supermarkets were growing bigger and our business no longer seemed financially viable. So we began looking around for something else to do.

"We went to a few franchise exhibitions, when we came across Dublcheck. What appealed to us was that the company provided the initial contracts, so we would have business right from the start and would be able to start work immediately. We soon realised how many opportunities were out there in the cleaning sector - you can't beat it."

IMMEDIATE SUCCESS

After setting up in their franchise with the support and guidance of the Dublcheck team, Peter and Pru found immediate success.

The couple started off with a low level of investment, with their business turning over a modest £12,000 per annum, and they soon built up a regular, loyal clientele. Today they are happy with the level they have reached of around £6,000 per month of business.

"It may not sound like a great leap from where we started, but it's perfect for us," Peter explains. "The opportunities were always there for us to grow as big as we liked, but we wanted to keep our business fairly small and just be comfortable. Whichever level you want to go to, it's your choice.

"Where we are at now is just right for us. We've put two children through university, we can go on holidays and buy a nice car when we need to. I'm happy with the way our company is ticking over."

In fact, Peter was so pleased with the way his franchise was going that after just over a year of trading he suggested his brother Paul and his wife Barbara invest in the brand. They took the leap and have gone on to build a very successful business.

Carol says the ability for franchisees to choose their own level of investment is one of the reasons so many people decide to join the network: "It's a system that attracts people from all walks of life. Potential franchisees who want to operate a smaller franchise can maximise profits by looking after the clients themselves. Alternatively, they can follow the route of many of Dublcheck's management franchisees and grow a substantial business where employees perform all the work."

It was the choice of one former managing director, who since taking on a Dublcheck franchise grew his turnover from a starting point of £48,000 per annum to £400,000. Graham Hey says: "Facing redundancy in my 50s was unsettling. A management franchise was ideal because it enabled me to utilise my previous management experience. I love the fact that the harder my team and I work the higher the rewards are." Graham went on to sell his franchise for a considerable profit.

Peter Davies, now 57, prefers instead to keep the size of his business exactly as he and his wife want it so they can focus on their stress free, happy lifestyle. The couple's franchise currently has an annual turnover of £77,000, which Peter says is more than enough for him and his wife.

Peter still regularly takes calls from prospective franchisees who are interested in becoming part of the Dublcheck network. "Sometimes they're surprised when they hear that we've been doing this for 19 years and we're not turning over £5 million a year," he jokes.



Dublcheck founder and chairman Carol Stewart-Gill

"But with this company, you could probably do that if you wanted. It's just that we chose to keep the business at the level that is right for us."

The other point Peter makes is that he never feels under pressure by Dublcheck to perform or get new clients.

"Dublcheck are good in that they do not keep pushing you to hit certain targets or goals," he says. In fact, Peter's communications with the company - which is thorough when necessary - is minimal, with emails when required and support readily available if needed. The fact the company takes care of invoicing is welcome, but these days the business almost seems to take care of itself, Peter says.

Another reason so many people invest in a Dublcheck franchise is the strong support package on offer, says Carol.

"Our support package eliminates the need for franchisees to have expensive overheads," she explains. "There is also a mentor allocated to all new franchisees."

Having been a mentor in the past, it's something Peter believes in: "It's great that prospective franchisees can speak to any of the existing franchisees if they want to, asking questions about how the business works and the day to day details of running a cleaning franchise," he says.

Carol adds: "The Dublcheck Mentor Support Programme means people starting out can be allocated an experienced and successful franchisee to act as a guide during their progression to being a successful business owner. Who better to show you the ropes than someone who has done it themselves?"

20TH ANNIVERSARY

Dublcheck celebrated its 20th anniversary with a gala dinner in Chester last year and it won't be long until Peter will be celebrating another milestone - his own 20th anniversary with the company.

"I've still got clients who signed up with me when we first started," Peter says. "There aren't many clients you can say that about."

Now that's some staying power. **MM**

FOR MORE INFORMATION

■ Call **0800 317236**, email **franchise@dublcheck.co.uk** or visit **www.dublcheck.co.uk**

FREE INFO NO: 4048



WHAT DUBLCHECK'S FRANCHISEES SAY

"In 2011 I took my turnover up to £250,000 and I've achieved 10 per cent growth year on year, even through the so called recession."

Larry Bainbridge

"When joining Dublcheck I was attracted to its guaranteed turnover promise and I'm pleased to say the proof is definitely in the pudding."

Graham Coulston Herrmann

"The personal benefits of owning our Dublcheck franchise are fantastic. We have a three-year-old daughter and, as we work from home, it offers excellent flexibility."

Jolanta Lavernova

"Since I became a Dublcheck franchisee my work/home life balance has improved a great deal. I spend more time with my wife Sue and see more of my six grandchildren - time is precious."

Len Donnell

JUNE 27TH 2015
Get your information Pack
ENTER THE RACE TODAY



1st Prize
£500
or 6 months free
board service

AGENCY EXPRESS CHALLENGE YOU...

...in the **ultimate** charity event of the year!

WHEN, WHERE AND WHY?

On 27th June 2015 at the Penn House Estate, Buckinghamshire Agency Express will be throwing down the gauntlet to clients, peers and friends in a fast paced, fun for all, charity fundraiser.

WHAT IS SOAPBOX RACING

Soapbox Racing an amateur driver's race where teams come with **one goal, to build and design the ultimate gravity powered Soapbox kart**. Then fuelled solely by guts and gravity, driver's race against the clock in a mile long downhill race.

NOT A RACE WITHOUT WINNERS

As well as prizes for 1st, 2nd and 3rd placed winners and of course the infamous Wooden Spoon for last place including DNF's there are cash prizes for the top three karts who complete the mile in the fastest time, and Best Dressed Kart too!



PENN HOUSE



THE COURSE

ENTER THE RACE

In aid of



Get your information Pack

email: letsrace@agencyexpress.co.uk



AGENCY EXPRESS 01508 579800 enquiries@agencyexpress.co.uk www.agencyexpress.co.uk

[@AgencyExpress](#) [AgencyExpressHQ](#) [Agency Express](#)

in association with The Penn House Grand Prix Gravity Races

franchising

High growth sector

RIGHT AT HOME CELEBRATED THE OPENING OF ITS 28TH UK OFFICE IN FEBRUARY

The new franchise provides quality home care services to people in and around Croydon.

Owner Hakeem Anjorin was formerly a self-employed business consultant before he decided to use franchising as a route into a more fulfilling line of work – one that he recognised was also a high growth sector.

HIGH STANDARDS

Supported by Right at Home, Hakeem has secured a prominent shop frontage for his office – the first office in the UK network to start up in a high street location. He then worked with the head office team to recruit Angie Farlam, an experienced local Registered Manager who shares his passion for providing only the best standards of home care to her clients, to work alongside him.



Hakeem's location strategy has paid early dividends, with Right at Home Croydon attracting so much passing interest that within days of receiving his registration from the Care Quality Commission he already has a strong team of CareGivers for Angie to train and a number of potential care packages for her to assess.

Hakeem said: "I feel confident that, with the proven Right at Home business model, the support of the head office team and Angie by my side, my ambitions to grow this business into something great can and will be fulfilled."

Right at Home UK – a Full Member of the British Franchise Association – started franchising in the UK in 2011 and since then has adopted a strategy of measured growth, which focuses on finding the right franchisees to ensure the continued success of the group.

It won recognition of its ethical approach to franchising and outstanding business support when the British Franchise Association named Right at Home UK the Emerging Franchisor of the Year 2014. It was also a finalist in the Best Franchise Awards and gained Five Star Franchise Status for its high levels of franchisee satisfaction. **MM**



FOR MORE INFORMATION

■ Visit www.rightathomefranchising.co.uk or contact Suzie McCafferty on 07793 054 233 / suzie.mccafferty@rightathomeuk.com.

FREE INFO NO: 4821

Belief in the brand

PAPA JOHN'S CUSTOMER HAS SIGHTS SET ON OPENING FIVE NEW STORES

Leading pizza franchise, Papa John's, has announced Abhishek Sachdeva has opened the company's latest franchised store in St Helens. Long-term Papa John's customer Abhishek and partner Kanika have also signed up to open four further outlets in the North West within the next 18 months.

"I have always been impressed with Papa John's from the other side of the counter and I was a regular customer in Swindon for several years," Abhishek explains. "The product is superior; using

only 100% fresh dough definitely gives a better flavour. I believe in the brand and concept of 'better ingredients, better pizza', so the choice was simple."

RESPONSE

Abhishek adds: "Our St Helens Papa John's has a great city centre location, which has attracted a high footfall from the first day of opening. The

"I have always been impressed with Papa John's from the other side of the counter"

customer response and feedback so far has been amazing and within one day we had 500 'likes' on our Facebook page.

"Setting up was made as straight forward as possible with help from Papa John's staff and all the training provided was excellent. Our staff got a head

start by accessing the company's online learning system and this was followed up with 10 days in-store with a Papa John's trainer to ensure everyone was ready to serve up the best pizza in town on our opening day."

Papa John's has more than 280 stores in the UK. Recent openings include Peacehaven, Hove, Edinburgh, Nuneaton, Loughborough, Newcastle-under-Lyme, Lowestoft, Lichfield, Harpenden and Hackney Wick.

Papa John's has launched an incentive scheme to help franchisees in the early stages of growing their businesses, which includes discounted royalty fees, a contribution towards marketing spend, plus free equipment for new stores opening in the enterprise development zones of the Midlands, Wales, the North West, North East and Scotland. These deals are for franchises opening in 2015. **MM**

FOR MORE INFORMATION

■ Visit www.papajohns.co.uk/franchise, call 0844 567 0937 or email enquiries@papajohns.co.uk.

FREE INFO NO: 4375



THE POWER OF THE FRANCHISE EXHIBITIONS



Upcoming Exhibitions:

The British Franchise Exhibition
19 & 20 June 2015 | EventCity, Manchester

Franchise Opportunities Live 2015
4 & 5 September | London

The National Franchise Exhibition
2 & 3 October 2015 | NEC, Birmingham

If you want to...

- Sustain a successful business through recruiting quality prospects
- Grow your franchise by recruiting a target number of new franchisees
- Increase your brand's share of the market
- Actively market your brand to remain competitive
- Increase brand awareness

...then exhibiting can take your brand to the next level

Exclusively in association with:



Event sponsor:



Supported by:

DAILY EXPRESS
SUNDAY EXPRESS
FranchiseWorld



Incorporating:

GROWING YOUR
OWN BUSINESS

Member of:



Find out how we can support your campaign

Book your stand by calling +44 (0)20 8394 5241 or email franchise@vmgl.com

franchising

Smart move

CHARLIE WALKER HAS RECENTLY INVESTED IN A REVIVE! MOBILE CAR CARE FRANCHISE



WHAT DID YOU DO BEFORE BECOMING A FRANCHISEE?

I was an improvements engineer at Toyota for 18 years. I guess that's where my love of cars first started.

WHY DID YOU GO DOWN THE FRANCHISE ROUTE? AND WHY DID YOU CHOOSE REVIVE!?

I decided to go for the tried and tested option rather than the more risky alternative of setting up on my own. Franchising provides the best of both worlds - I get to be my own boss, but I still benefit from the training and support of the franchisor.

Having worked in the motor manufacturing industry before and because of my keen interest in cars, I wanted to stay hands-on. It made sense to look for a business that involved one of my passions. I was drawn to Revive! in particular as it is a strong, recognisable brand with proven operating procedures and a history of business success and ongoing marketing support.

I was impressed with the company's website and the professionalism of the franchisor. Having met some of the existing franchisees, everyone talked positively about both the franchise and the franchisor, which was encouraging for me. Revive! stood head and shoulders above the competition.

HOW WOULD YOU RATE THE TRAINING AND SUPPORT YOU'VE RECEIVED?

The training programme at Revive! is incredible and the support from head office has been great. In my first week an existing Revive! franchisee worked with me and I welcomed having his wealth of knowledge and experience.

The skills I learnt from my previous job gave me a head start, but there is so much more to learn and Revive! gives you all the tools and resources to do that. While I feel comfortable working with cars, I've never run my own business before, so I was quite daunted by the prospect. However, head office has been amazing. They have taken me through every aspect of running a business. I've already learned so much about marketing, bookkeeping and invoicing.

One thing that sets Revive! apart from the competition is the ongoing support and training available to franchisees. All the franchisees at Revive! are given the opportunity to achieve full ATA accreditation following exams and practical assessments organised by the Institute of the Motor Industry. It's a qualification that demonstrates you have a high level of expertise and industry knowledge and, therefore, makes you one of the best qualified technicians in the field. I'm looking forward to getting this under my belt soon.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE THINKING OF BUYING THEIR FIRST FRANCHISE?

Before I joined Revive! I carried out a wealth of research to help me make my final decision. A good tip someone gave me was to write down what you are looking to achieve. For example, quality of life, type of work you enjoy and are good at, finance requirements and how you want to progress the business.

Once I received all the information from prospective franchisees, I was able to compare the results with my original 'achievements list' and filter out the franchise models that didn't fit the bill.

It's important to meet the franchisor. When I met Mark Llewellyn and Terry Mullen, the managing directors at Revive!, I knew immediately they were both people I could work with and trust. I also had the opportunity to talk to a few of the existing franchisees, which gave me a valuable insight into life at Revive!, and I was impressed with the responses I got.

WOULD YOU RECOMMEND REVIVE! TO POTENTIAL FRANCHISE OWNERS?

Yes. Even if you have no experience in this field of work, the training programme and ongoing support is so substantial that it won't be a problem. Like everything in life, however, you only achieve success if you are prepared to work hard.

WHAT PLANS DO YOU HAVE FOR YOUR BUSINESS?

As a new starter, I want Revive! to be the number one vehicle bodywork repairer in the area. I will work hard to establish myself, earn a good reputation and build a solid base of work. In five years time I'd like to be in a position where I have a strong team working with me and a fleet of vans servicing Burton upon Trent and its surrounding area. **MM**

FOR MORE INFORMATION

■ Visit www.revive-uk.com or call Kellyjoe on 0800 917 4379. Revive! is a full member of the British Franchise Association.

FREE INFO NO: 4191

franchising

Growing businesses

WHY YOU SHOULD CONSIDER INVESTING IN A
TIME FOR YOU DOMESTIC CLEANING FRANCHISE



Amanda and Ian Thompson bought Time For You Buckinghamshire in 2010



Time For You founder Freddie Rayner



Caroline Kirby: "My franchise is always growing"

Buckinghamshire franchisees Ian Thompson and his wife Amanda bought their Time For You business in October 2010, after Ian was made redundant from his job with the John Lewis Partnership. He had

been working for the company for more than 30 years when his department was relocated and, not wanting to uproot his family, took the redundancy package that was offered to him.

He considered starting his own business, using his redundancy package as an investment, but given the economic climate decided it was too risky. Instead he looked at franchising as an alternative.

RESEARCH

After researching several different sectors, Ian decided that he needed something that had unlimited earning potential - being a man in a van meant that he could only take on so many jobs each day. He decided on a cleaning franchise because it was a stable sector and he found that Time For You had a great track record.

"The thing I really liked about Time For You was the fact that company founder Freddie Rayner encouraged me to speak to some of his franchisees," Ian says. "Obviously, he would promote the benefits of the business to me because he was trying to sell it, but his franchisees weren't selling to me, they were just being honest about their experience with the company.

"This confirmed to me that the business model was a good one because franchisees were getting great results. I would advise anyone thinking of buying a franchise to speak to franchisees before they commit to anything, as it is really helpful."

Ian and Amanda have since gone on to buy a second franchise area and now have more than 200 clients across both territories. They plan to keep growing both businesses and feel that with the support they get from Freddie they will achieve all their goals.

INVESTMENT

Caroline Kirby is the Time For You franchisee in Tunbridge Wells.

She says: "Once upon a time I worked as an investment banker. After having my three children, however, that occupation was no longer suitable, so I decided to do something different and set up a community magazine. It was there I learned about Time For You.

"To make my magazine work I learned as much as I could about marketing and advertising - what works and what doesn't. Freddie Rayner submitted an article to my magazine about Time For You and, in my opinion, it ticked all the right boxes."

It wasn't long before Caroline found herself looking at investing in her own franchise. "I visited the Time For You website and decided that I was sold," she says. "Who doesn't want to work half the hours of an average person for double, or even

triple, the money? I decided I was one of these people and, one meeting with Freddie later, I was a franchisee."

Caroline adds: "I can't stress enough the positive impact Time For You has had on my life. Having made £77,000 profit this year alone, I am able to send each of my three children to a private school. During the school holidays I can work at home and I have the extra money to treat each of them. This is something every parent dreams of being able to do and I truly believe it's easily achievable.

"My franchise is always growing. I currently have close to 200 clients and work with 100 independent cleaners. Our partnership benefits the both of us and enables me to take care of things such as the smooth running and accounts of the business, while my clients receive a trustworthy service.

"I would strongly recommend that anyone who wants to spend more time with their children looks into the investment of a Time For You franchise. Not only do I have more quality time for my family, but I also have a larger income to make sure that they will have the best upbringing I can provide for them." **MM**

FOR MORE INFORMATION

■ Visit www.time4youfranchise.com for your free Time For You prospectus.

FREE INFO NO: 4355

Our national network needs you!



Darren Leonard
Torquay

- ✓ Payment collections, credit control & invoicing done for you!
- ✓ Work generated and booked by local office
- ✓ Co-ordination & access arrangements for each job
- ✓ No out-of-hours callouts
- ✓ Stable & experienced franchise support structure
- ✓ Areas available
- ✓ Training available for suitable candidates

In 16 years I've rarely lost a client and the demand for safety inspections in the rental sector has grown enormously, so my income has increased almost year-on-year. When I joined the franchise in 1997 I was told I could be earning £40,000 a year very quickly. In fact, I did that in Year one and I've always earned more than that, so I am a very happy franchisee!



Gerry McGuiness
SW London

One of our 100
franchisees

Don't put your decision on the back burner!

www.gas-elec.co.uk/franchise

0800 015 2030



Established in 1996

FREE INFO NO: 4022



Investment level from £16,500 +VAT

Stake your claim

E-CIGARETTE COMPANY SKY THRONE IS OFFERING WOULD-BE ENTREPRENEURS THE OPPORTUNITY TO OWN AN INDEPENDENT RETAIL BUSINESS



**SKY
THRONE** LTD

In the UK alone the estimated number of electronic cigarette users - or vapers - increased from just over one million to over two million in less than a year between 2013 and May 2014. And experts predict this growth will continue.

There are approximately 10 million smokers in the UK. Many believe that over the next decade the numbers of smokers and vapers will reverse, until vapers far outnumber the smokers. Thus the potential for growth in the vaping industry is still massive.

ANTICIPATED

Sky Throne is in the fortunate position of having anticipated the direction of the market and has kept pace with the growth, the change in technology and the preferences of the key target market demographics. To complement its development strategy, it's now offering would-be entrepreneurs the opportunity to own an independent Sky Throne retail business.

The industry's growth is being partly driven by the increasing support that is being seen from experts within the tobacco control industry - experts such as professor Peter Hajek, director of the Tobacco Dependence Research Unit.

He recently stated in a Biomedical Central journal article: 'EC [e-cigarettes] have a potential to generate substantial public health benefits... discouraging smokers from using them and regulating EC as severely as cigarettes is detrimental to public health.'

The Royal College of Physicians supported this view in a statement made in March 2014: 'Switching completely from tobacco to e-cigarettes achieves much the same in health terms as does quitting smoking and all nicotine use completely. Furthermore... risks associated with passive exposure to e-cigarette vapour are far less than those associated with passive exposure to tobacco smoke.'

Lee Bryan, managing director of Sky Throne, says: 'As one of the leading e-cigarette companies in the UK, we're extremely excited by the growth we have witnessed in the industry and the potential it has to help people.'



"Receiving messages from smokers thanking us for providing them with the tools to lead a healthier lifestyle validates all the hard work we put in to move the industry forwards."

TARGETED

The company began with the main mass market brand TRUVAPE, with which it targeted the convenience and retail sector.

TRUVAPE's focus remained squarely on providing those first making the switch from tobacco cigarettes to electronics with products that were fully safety tested, high performance and reliable. The branding stood out as reassuring to new vapers that they were buying into a premium, high quality brand.



With several big ticket wins for TRUVAPE, including the contract to sell through Bargain Booze, Spar and buying groups such as Savewell, Sky Throne next looked to target the more specialist end of the market by adding high-end brands to its portfolio.

Alchemy E-liquid, a high-end, boutique-style brand of e-liquids, has seen a great deal of success within independent vaping stores in both the UK and Europe. And Council of Vapor is a brand of advanced devices from the US that Sky Throne is distributing throughout the UK and Europe, which has had a fantastic reception from the dedicated vaping market.

Additionally, the TRUVAPE brand has been extended to include a further two brands, Nostalgia and Signature by TRUVAPE, to help the mainstream retail sector take full advantage of the vaping market and not miss out when entry level customers progress and move to the next level of requiring more advanced devices and different, more complex flavours.

Sky Throne is now the owner of a product portfolio that will satisfy the needs of all levels of vapers - from entry level to experienced. The company provides stores with not just the products, but also advice and support based on its industry experience.

At the same time, Sky Throne has expanded into a number of European countries, with offices and resellers now appearing in countries such as France, Spain, Portugal and Poland.

Lee Bryan believes it is Sky Throne's 'belt and braces' attitude to safety, testing and quality that has led to its success, alongside the company's ability to fulfil large-scale orders for the bigger chains, which many smaller competitors struggle to do.

"We are fastidious about safety and quality because we care about our customers," Lee says. "Additionally, our ability to rapidly fulfil all wholesale orders regardless of size, alongside the appealing POS we provide, has made us a popular choice with mainstream retailers."

VISIBILITY

The swift growth of Sky Throne, particularly its mass market brand TRUVAPE, is reflected by its increasing visibility in the UK, not just on store counters, but in marketing campaigns and sports sponsorships.

The company's recent sponsorship of Warrington Wolves rugby club, Hull FC and Chepstow Racecourse is an endorsement, not just of TRUVAPE's success, but of the increasing acceptance of the vaping industry as one that's respected and here to stay.

Sky Throne is now offering entrepreneurs an opportunity to stake their claim in this growing market. With no industry experience required and for a low level of investment, Sky Throne will provide all the materials, equipment and training required, along with a kiosk located in promising positions throughout the UK. Successful applicants receive full support from Sky Throne, while still in the enviable position of being their own boss. **MM**

FOR MORE INFORMATION

■ Call +44 (0)845 257 0068 or email franchiseinfo@skythroneuk.com.

FREE INFO NO: 4993

franchising

American classic

FOR THOSE INTERESTED IN INVESTING IN ONE OF THE BEST PERFORMING PREMIUM STEAKBURGER AND MILKSHAKE BRANDS, STEAK 'N SHAKE IS THE BUSINESS TO JOIN

Steak 'n Shake are seeking qualified individuals, partners or businesses with a strong desire to operate their own Steak 'n Shake restaurants in multiple locations, who are committed to delivering a premium burger experience in a sophisticated and welcoming setting, have a passion for excellence, are fanatical about pleasing customers and are committed to high performance and delivering quality products.

If you meet the above criteria and have a minimum of circa £240,000 in liquid capital to invest in and operate your first Steak 'n Shake outlet in the UK and Eire, with a view to opening in multiple locations, contact the company today.

BETTER BURGER

Steak 'n Shake is a classic American brand serving premium burgers and milkshakes. Founded in 1934 in Illinois, Steak 'n Shake is the leader in the fast casual 'better burger' segment of the restaurant industry, offering its famous, original Steakburger and its delicious hand-dipped milkshakes. The hand-crafted Steakburger, freshly prepared to each customer's order, is made with 100 per cent beef and contains no preservatives or artificial ingredients.

Until now, Europe has been lacking a gourmet burger chain offering premium burgers at an excellent value. Currently there are either fast food chains selling low quality burgers at low prices or small, independent restaurants selling high quality burgers at high prices. The Steak 'n Shake proposition offers premium burgers at great prices.

Steak 'n Shake are now actively seeking single and multi-unit operators to expand the company's



network of over 500 locations in the US into the UK by offering:

- Enduring brand strength and history.
- A range of investment options.
- Strong unit economics.
- Unmatched systems and support.
- Striking new designs and high performing operations.

Consequently, Steak 'n Shake has managed to achieve exceptional results - one of the best in the restaurant industry in 2010 - including an increase in company same-store sales of seven per cent,

company revenues of nearly \$700 million and company average unit volume of nearly \$1.6 million.

TRAINING AND SUPPORT

With a disciplined business plan and a talented management team, Steak 'n Shake has created systems to assist franchisees in managing and operating their restaurants. Specifically, these systems and tools make it easier for franchisees to run and manage their restaurants, create greater efficiency and assist owners in selecting and training team members.

Steak 'n Shake offers franchisees:

- In-restaurant training with seasoned staff.
- Support for ongoing, field-based operations.
- Proprietary operations and administration tools.
- Real estate selection assistance.
- Creative and powerful marketing.
- Guidance on hiring and training employees.
- Ordering initial inventory and testing equipment.
- Day-to-day operations of Steak 'n Shake restaurants.

Once a new Steak 'n Shake restaurant is up and running, franchisees will continue to receive ongoing support throughout the duration of their franchise agreement.

Steak 'n Shake are recruiting single and/or multi-unit franchisees in key locations throughout the UK. **MM**

INTERNATIONAL EXPANSION

Frank Alvarez was a successful industrial director in the food sector and not thinking about changing careers until, during one of his business trips to the United States, he came across the Steak 'n Shake brand.

Frank was so impressed with the concept he decided to approach the company regarding the possibility of opening a Steak 'n Shake in Plan de Campagne, Marseille. The Commercial Barnéoud center, a large shopping centre in Plan de Campagne, had also approached Steak 'n Shake in 2013 about opening an outlet, so they were able to offer Frank a prime location.

Steak 'n Shake and Frank Alvarez opened the first franchise in France, covering an area of 400 square metres, on November 20, 2014. To date, the restaurant has provided 27 jobs in the local area and is aiming for 150,000 customers per year.

FOR MORE INFORMATION

- For more information about the Steak 'n Shake franchise opportunity or to arrange a meeting, email UKFranchise@steaknshake.mc or apply directly via www.steaknshakefranchise.eu.

FREE INFO NO: 4930



**"Who Else wants to
TRIPLE their current
income working from
home in a simple to run
business that anyone
can run and be proud of,
without working long hours!"**



Freddie & Ruth Rayner with son Sam.
Family owned and run since 1997.

PLUS, full training is provided so anyone can do this. If you are looking for a well established, proven, successful franchise then this is the most important article you have read, here's why....

Our domestic cleaning franchise comes with a unique 100% Money Back Guarantee! That's right, We Guarantee you will make £30,000 in profit (not turnover) inside 18 months or we will give you your money back.

Just look at these benefits!

1. Join UK's largest franchise of it's kind with over 201 franchisees!
2. No cleaning done by you ever!...
3. **Work from home!** *No more commuting!*
4. **No staff worries!** *You keep all your profits!*
5. **No invoicing to do!** *Makes life simpler!*
6. **No stock required!** *No dead money!*
7. **Clients pay in advance!** *No cash flow concerns!*
8. **Massive potential earnings!** *It's up to YOU to determine your future income!*
9. **No Royalty Payments to Pay!**
Unlike most other franchises we do not penalise your success.



94% of our Franchisees re-sign for a further 5 year term!



Featured on BBC2's Working Lunch.



Winner of HSBC Bank 'Business of the Year'.

FREE INFO NO: 4355

Don't just take our word for it, see our website to see what our existing franchise owners think of their businesses right across the UK and Ireland!

www.time4youfranchise.com

franchising

Wanted: people with passion

ACTIONCOACH IS GROWING SO FAST, IT HAS STARTED
A RECRUITMENT DRIVE TO FIND SUITABLE CANDIDATES AND LAUNCHED
A NEW BUSINESS MODEL OPTION TO APPEAL TO MORE INVESTORS

Passion is a word that has particular meaning for ActionCOACH UK co-founder Ian Christelow, being both the quality he seeks in individuals for the ActionCOACH business network and the word that caught his eye 13 years ago in the advertisement that led to his subsequent career in business coaching.

"People who are passionate about turning collective business knowledge into business success and who enjoy learning could find ActionCOACH the perfect opportunity to shine," Ian explains.

Christelow has recently made some changes to the structure of the UK franchising model (see panel), which he believes will create more opportunities for potential coaches to join the

network. "This opens it up to a younger audience and for those who are wanting a lower investment," he explains. "With banks willing to lend £30,000 unsecured, people who can raise £10,000 themselves can now become part of the team."

Since Ian became a partner in 2001, ActionCOACH has gone from strength to strength. Thanks to the talent and teamwork behind the franchise network over the last 13 years, it has become the best known business coaching company in the world, while the UK network has

won a string of awards, including the coveted Best Business Opportunity award in 2013.

Christelow's vision is to eventually have 6,000 coaches delivering the ActionCOACH service to 100,000 businesses across the UK. It only takes a few minutes talking to the man, driven by a passion to create business success, to feel he may well achieve that goal.

ELLIS BARDSLEY, 45, FRANCHISE PARTNER IN OXFORDSHIRE SINCE SEPTEMBER 2013

Ellis Bardsley had 25 years of corporate experience behind him when he heard about ActionCOACH. "Although I had corporate experience, it was never with blue chip companies, but time-poor,



Ian Christelow: ActionCOACH UK co-founder

"With banks willing to lend £30,000 unsecured, people who can raise £10,000 themselves can now become part of the team"



Ellis Bardsley with his family

	ActionPRIMARY	ActionPRACTICE	ActionPREMIUM
Franchise including Training	£21k	£41k	£61k
10 day residential Training	-	✓	✓
Marketing paid for you	£2,000	£3,500	£5,000
5 additional Franchises	-	✓	✓
2 additional Fee Earners	-	-	✓
Royalty from month 4	£2,100 or 25%	£1,800	£1,500
Marketing fund	5%	5%	5%
Upgrade investment	£15k	£20k	£0
✓ = Included ✗ = Not available			

cash-poor businesses working hard with limited resources to succeed," he says.

Bardsley signed up his first client in October 2013, within a month of joining the ActionCOACH network.

"I was very attracted by the ActionCOACH approach," he says. "I saw the franchise as an opportunity to take my practical business experience and apply it to a proven system to create a concept that was equally useful to a large company as to a small or medium-sized enterprise," he says.

"It's been just over a year since I invested in the business and already I'm ahead of my initial target of 12 clients in 12 months. In fact, I just signed up my 17th client, so technically I'm 42 per cent ahead of my expectations. The support I've received has been outstanding and that's priceless with a new business venture and challenge.

"As an ActionCOACH, what I'm building is a business that delivers value to business owners, to people with genuine challenges who need some guidance. The coming years will be about constantly restructuring the business to allow me to deal with an ever-increasing number of clients - and to help people achieve their goals. Only today, we've just helped our first client win a contract worth £500,000 - the biggest contract he has ever won.

"My family has got the bug too, with my wife Ali joining me in the business and my eldest son, Josh, getting involved wherever possible in between study and social at Swansea University. Josh's latest venture is to take a busload of students down to Bristol to see the ActionCOACH founder Brad Sugars live, so already we're contributing to the next generation of British entrepreneurs."

ROB PICKERING, 51, FRANCHISE PARTNER IN OXFORDSHIRE SINCE JULY 2010

Rob Pickering calls his entry into the ActionCOACH network a happy accident. "I literally stumbled on it when a client I was doing management consultancy for asked if I did business coaching," he explains. "Although I wasn't looking to invest in a franchise, soon after dealing with ActionCOACH I realised I loved it and in 2010 I invested in the company. Four



Rob Pickering with his wife Anne

years later and here I am with 12 clients and a turnover of £200,000.

"The biggest challenge is getting prospects over the line to becoming clients, although usually it becomes clear to people after a couple of months how business coaching can benefit their business.

"My biggest win was my first client, whose question about business coaching made me switch from consultancy into being a coach. It was a small company called Academia, which was turning over £3.5 million. The company is now in The Sunday Times' top 100 fastest growing tech companies, with

a turnover of £44 million. Behind every top sports star there's always a coach and that's the person they thank for their success. It's like that for us - we're not looking for stardom, but there's a huge satisfaction in being part of a company's success and that's why we do it."

MANDY HILDRED, 58, FRANCHISE PARTNER IN YORKSHIRE SINCE FEBRUARY 2006

Working as a business manager for a local charity in 2005, Mandy Hildred had called in ActionCOACH to inject some dynamism into an organisation that was stagnating. She found the experience so enjoyable



Mandy Hildred is building a team of coaches

that when her contract was up with the newly successful charity she joined the team. Eight years on as an ActionCOACH in her own right, Mandy has never looked back.

"Within the first few months I had half a dozen clients and by the end of the first year I'd more than exceeded my income expectations," she says.

"Like any company owner, the biggest challenge is about building the business and delivering at the same time. I've had the support to be able to do that and with a business partner who shares my vision I'm now building a team of coaches, working with strategic partnerships such as accountants and banks with the aim of expanding the one-to-one and group coaching programmes and branching out into north and east Yorkshire.

"I say to anyone thinking of joining a business franchise such as this, if you spend a couple of days talking to an ActionCOACH you'll be better able to make the right decision - for both your head and your heart." **MM**

FOR MORE INFORMATION

■ Call Rainy or Sam on **01284 701648** or email **ukrecruitment@actioncoach.com**. You can watch a six-minute overview video at **www.actioncoach-franchise.co.uk/overview**.

FREE INFO NO: 4342

NEW ENTRY LEVEL BUSINESS OPPORTUNITY:

A ActionCOACH Primary: £21,000. Includes five days' basic initial training and two months' online training. Monthly royalty of £2,100 or 25 per cent of turnover. You get access to all the ActionCOACH business coaching and training products and award winning support. Opportunity to upgrade to:

B ActionCOACH Practice: £41,000. Gets you the 10 days' residential training, a lower monthly royalty of £1,800 and the new bolt-on revenue streams below. Opportunity to upgrade to:

C ActionCOACH Premium: £61,000. Comes with the added bonuses of an even lower monthly royalty of £1,500 and the right to employ two additional fee-earning coaches.

Five new bolt-on revenue streams will be gifted to existing Practice and Premium franchise partners as they grow their business.

Five additional new revenue streams:

1 Profit Plus. Providing clients with essential bookkeeping services, business valuation, business planning, cash flow analysis, profitability analysis and financial monitoring services.

2 Love 4 Marketing. Delivering online services, including content marketing, search engine optimisation, pay per click, social media and reputation management to help businesses grow.

3 Corporate Business Coaching. Brad Sugars, the world's number one business coach, has teamed up with Marshall Goldsmith, the top ranked executive coach, to help mid-sized companies grow their businesses. Two of the most influential business thinkers in the world will co-author their next book with ActionCOACH business and executive coach, Heather Christie. Their full suite of tools to tackle this massive market will be ready by October 2015.

4 Empire Business Brokerage. The fourth largest business brokers stateside has piled its experience and know-how into a brand new system and toolkit to successfully sell a business.

5 Rights to build your personal brand in association with ActionCOACH worldwide through public speaking, authorship and helping businesses grow internationally.

The additional services will all be white labelled ActionCOACH and make ActionCOACH indispensable to any business owner looking to grow. For anyone investing in the ActionCOACH franchise, it's an opportunity to develop a team of employees to deliver the new services and build a business turning over in excess of £1 million per year, coupled with the satisfaction of being a major and integral part of your client's success.

ActionCOACH scores a hat-trick of award wins

MAKING MONEY REPORTS ON A CLEAN SWEEP FOR A GROUNDBREAKING WHITE COLLAR FRANCHISE AT RBS'S BEST FRANCHISE AWARDS CEREMONY



ActionCOACH won the Best Overall Franchise Awards for 2014 in the £25k to £75k investment category and was also presented with their 2nd consecutive 5-Star Franchisee Satisfaction Award and became the 1st franchise to be presented with the Award for Continuous Improvement.

Making Money magazine examines what these achievements represent and the reasons why so many investors are delighted they chose ActionCOACH.

RBS'S BEST UK MID-PRICED FRANCHISE

At the Best Franchise Conference, attended by some of the biggest names in UK franchising, consultants Smith & Henderson announced the winners of their 2014 Best Franchise Awards sponsored by RBS:

- Best Franchise: Less than £25k investment - Puddle Ducks.
- Best Franchise: £25k-£75k investment - ActionCOACH.
- Best Franchise: £75k plus investment - TaxAssist Accountants.

Uniquely, the winners of the Best Franchise Awards are based on feedback from thousands of actual franchisees in a Benchmark Satisfaction Survey; franchisors with outstanding results are automatically entered into the awards. The survey asks franchisees to anonymously score their franchisor on everything from training and support to rewards and how it has compared with their expectations. The results are then compiled into a report, giving the franchisor a detailed insight into franchisee satisfaction and areas for improvement.

Smith & Henderson Partner Steven Frost said: "Our awards are based on what really counts - the experience of thousands of actual franchisees - which means all our finalists already feel like winners because they know how highly rated they are by their franchisees, something every good franchisor strives for. The winners today all demonstrated good training, communication skills, support and an active network necessary to build a great franchise operation and we are proud and delighted to be recognising them today."

Julie Wagstaff, Recruitment Director at ActionCOACH, added: "We're absolutely delighted to win this award - we work extremely closely with our Franchise Partners to ensure that they have all of the support, resources and guidance they need to be a success, so it is wonderful to be recognised for our work. We'd like to thank everyone in the ActionCOACH Support Team and within the franchise network for your skill, passion and commitment in supporting each and every Franchise Partner. It's your combined efforts and dedication that has culminated in winning this award."

Representing sponsors RBS, David Williams, Director of Franchising at RBS England & Wales, said: "The Best Franchise Awards bring together some of the UK's finest franchisors and celebrates their success and the opportunities available for franchisees. With increasing numbers of new business start-ups following the franchise route, it is vital franchisors set high standards for the implementation of the franchise and make their business model stand out. RBS is delighted to be

supporting the Best Franchise Programme and I would like to congratulate the winners of the awards, which have all set themselves apart from the competition."

5-STAR FRANCHISEE SATISFACTION STATUS FOR 2014

ActionCOACH has again been awarded the 5-Star Franchisee Satisfaction Award at the recent 2014 Best Franchise Awards, sponsored by RBS. Previous winners of the award include global giant McDonald's. Last year ActionCOACH became the first franchise to be presented with this award and has backed that up with even more impressive levels of satisfaction this year. This fantastic award is given to franchisors who took part in a benchmarking programme and received above average feedback across all six areas measured:

- Training & Support.
- Franchise System.
- Culture & Relationships.
- Leadership & Stewardship.
- Value & Rewards.
- General Satisfaction.

The 5-Star Franchisee Satisfaction Award was given to just 10 franchisors who were rated as 'above average' by their franchisees across all 29 key areas that the benchmarking programme measures, including work-life balance for Franchise Partners and how proven to deliver success the franchise system is. The winners included:

- ActionCOACH.
- Home Instead Senior Care.
- Tatty Bumpkin.

The benchmarking programme is run by Smith & Henderson, a leading independent franchise consultancy. Unsurprisingly, Smith & Henderson Partner, Steven Frost, shared at the Best Franchise Awards ceremony that it's easier for a franchise with fewer franchisees to achieve positive responses, going on to reveal that ActionCOACH achieved the highest score in the four-year history of the annual survey for a franchise with more than 40 Franchise Partners.

Julie Wagstaff, Recruitment Director at ActionCOACH, said: "We are very proud of all our franchise owners, who work closely with the Support Team members to ensure that we continue to deliver the highest quality business growth services for business people and also make a real difference in their local community at the same time."

Steven Frost, Partner, Smith & Henderson, which coordinates the programme, added: "With hundreds of franchisors all shouting about the quality of their support and franchise system, it's difficult for prospective franchisees to determine what the very best franchise opportunities are. 5-Star Franchisee Satisfaction will improve transparency across the industry and help outstanding franchisors stand out from the crowd. It will help prospective franchisees to make better informed investment decisions."

CONTINUOUS IMPROVEMENT AWARD

New for 2014 was the Continuous Improvement Award, designed to recognise franchisors that have improved their Franchise Satisfaction Survey results for at least two years running. Winners in this category included:

- ActionCOACH.
- Mac Tools.
- TaxAssist Accountants.



David Williams of RBS, which sponsored the Best Franchise Awards

ActionCOACH became the first franchise to be presented with the Continuous Improvement Award in the RBS Best Franchise Awards 2014. This award is presented to franchisors that have improved their results in the independent and anonymous Smith & Henderson Franchise Satisfaction Benchmark survey year on year, demonstrating their commitment to continuous improvement. This is the first year that the Continuous Improvement Award has been presented and ActionCOACH was one of only 8 companies to receive this accolade.

This year, ActionCOACH achieved a Franchise Satisfaction Benchmark overall score of 87 per cent positive responses in the survey, beating last year's already outstanding result by two percentage points. The major areas that ActionCOACH improved year on year were:

- Field Support improved by 11 per cent on 2013 and is now 28 per cent above the Franchise Industry Average.
- Marketing Support improved by 13 per cent on 2013, 22 per cent above the Franchise Industry Average.

Commenting on the awards, Ian Christelow, Co-founder of ActionCOACH UK, said: "We are delighted to be the 1st recipient of the new Continuous Improvement Award, which demonstrates that we are an outstanding business that is consistently looking for ways to improve upon its already world-class business opportunity offering."

"The Continuous Improvement and 5-Star Franchisee Satisfaction Award are critical, because they are based on feedback from our Franchise Partners. Only a tiny number of franchisors have ever scored above average results across all of the 29 critical question areas measured in the survey. We achieved the record Franchise Satisfaction Benchmark score for a franchise network with over 40 Franchise Partners and my role is to ensure that we all continue to strive to better our performance." **MM**

FACTS ABOUT ACTIONCOACH IN THE SMITH & HENDERSON SURVEY:

- 74 per cent of Franchise Partners rated the services they provide compared to the local competition as the highest score possible (21 per cent rated the services very good and four per cent good).
- 96 per cent agreed that ActionCOACH believes in continually improving the services and franchise system.
- 90 per cent of Franchise Partners rate the long term prospects for their franchise business as being good, very good or excellent (10 per cent rated their prospects as average).
- 99 per cent agreed that the support of fellow Franchise Partners is strong and we regularly communicate and share best practice.
- 96 per cent of Franchise Partners rated the initial training and support provided positively.
- 96 per cent agreed that there is a proven system and if I follow this I will be successful.
- 91 per cent of Franchise Partners rated the non-financial rewards from running ActionCOACH as good, very good or excellent (nine per cent rated this as average).



Steven Frost, Partner at Smith & Henderson

FOR MORE INFORMATION

- Call Rainy or Sam on **01284 701648** or email **rainy@actioncoach.com**. You can watch a six-minute overview video at **www.actioncoach-franchise.co.uk/overview**.

FREE INFO NO: 4342

Wanted Property Entrepreneurs

Are you Ready to Deliver a World-Class Customer Service?

Join a Multi Award-Winning Property Franchise - **HomeXperts**



Sussanne Chambers, Managing Director and Founder, accepting The Sunday Times' Gold award for Best Franchise from Michelle Mone OBE

Simon & Emma wanted a lifestyle change & the satisfaction of their own business...

"I wanted to move out of the 'corporate' world and to do a job how I felt it should be done, which is putting the customer first. Emma and I had a desire to run our own business for some time and to be doing something we both love which is property and customer service."

We chose HomeXperts because we very much liked their approach, their ethos, and their way of doing business. At HomeXperts, we put the customer at the centre of everything we do by offering an exceptional level of service and growing a business by word of mouth and customer referrals.

We care passionately about our clients and helping them move home and achieve their own aspirations."



Simon & Emma Evans, HomeXperts Thirsk & Northallerton

Happy Franchisees

- HomeXperts received a rating of 88% in the Lloyds TSB Franchise Benchmark Satisfaction Survey, the highest rating for any property Franchise.

- Our top franchisees become members of the HomeXperts 'High Flyers Club' by earning more than £10,000 in a month in invoiced commissions.
- Clever marketing has helped our franchisees to achieve profitability and sustainable businesses.

Impressive Training

- HomeXperts is the only property franchise delivering an industry-leading monthly programme of Continual Professional Development.

- Our intensive training academy trains to National Federation of Property Professional (NFOPP) standards.
- 22 weeks of ongoing support to guide new franchisees through their business set up process.

Serious Franchisee Support

- An individual launch marketing plan and marketing campaign enable franchisees to hit the ground running.
- We work with you to make your business a success.

- Each franchisee has a Support Manager to guide them through the launch processes and business development.
- Monthly one-to-one's to discuss your progress.

To register to attend a Discovery Meeting near you, visit www.home-xperts.co.uk or email at us at franchise@home-xperts.co.uk

To join HomeXperts call us on **01905 673313**



FREE INFO NO: 4799

HomeXperts®
Exceptional Estate & Letting Agents

franchising

Cash positive

SHUTTERCRAFT'S WINDOW SHUTTER FRANCHISE PROVIDES CANDIDATES WITH FAST-TRACK ENTRY TO A GROWTH MARKET

Shuttercraft are the UK's premier supplier of premium quality made-to-measure window shutters and blinds and offer franchise opportunities in selected parts of the UK.

Interior window shutters are an on-trend window covering and a modern day alternate to blinds and curtains. They not only look stunning in homes and commercial premises, they also offer an array of benefits, including outstanding light and privacy control options, an ability to help keep rooms cool in summer and warm in winter and they also help block out unwanted outside noise.

DESIRABLE

The aesthetic beauty and many benefits of shutters have made them highly desirable and resulted in window shutters being the biggest growing window covering segment in the UK. Indeed, the more people see them in homes and commercial premises, the more interest is generated and before you know it the local market for interior shutters takes off. It is this factor that gets a lot of people interested in shutters and thinking about ways to enter the market and sell them.

Shuttercraft's window shutter franchise opportunity provides candidates with fast-track entry to a growth market. Franchisees will need to purchase some tools and lease a van, but apart from that Shuttercraft will equip them with everything they need to set up and run a shutter business in their area.

"Interior window shutters are an on-trend window covering and a modern day alternate to blinds and curtains"

Franchisees benefit from the franchisor's market leading product range, recognised and trusted brand name and comprehensive product training and support package, which enables them to run successful and efficient cash positive businesses from day one.



As a Shuttercraft franchisee, you'll be surveying, selling and installing window shutters to consumers and commercial businesses in a defined territory as a man-in-a-van business. Alternatively, Shuttercraft have created a second proposition for managers and investors to employ someone to run the business on a day-to-day basis. **MM**

FOR MORE INFORMATION

■ Visit www.shuttercraft-franchise.co.uk, call **0800 316 8630** or email jhancock@s-craft.co.uk.

FREE INFO NO: 4849

Better business

FRANCHISEES ARE INVESTING IN RED FLAG ALERT, THE DATA INTELLIGENCE AND CYBER SECURITY SPECIALIST

The requirement for business intelligence is growing, as businesses demand in-depth information in order to make essential decisions.

The Red Flag Alert franchise enables small business owners to do better business by providing access to data previously reserved for large corporate organisations. The demand for this service has resulted in the Red Flag Alert franchise network growing rapidly, with four franchisees joining the business in the last four months.

ACCESS

Karl Quinn, Red Flag Alert franchisee for Manchester, says: "Having spent the last 12 years as a data security specialist working with large corporate companies, who consume vast amounts of big data on a daily basis, the opportunity to help small and medium-sized enterprises gain access to the same big data was a fantastic opportunity."

The company's last training course was completed in February this year, with three offices opening in Manchester, Gloucester and Hampshire shortly after.

Franchise director Dan Archer says: "The Red Flag Alert franchise opportunity represents an excellent way to get into business. We allow franchisees to build on a successful and proven business format with strong methods, systems and brand awareness.

"Our franchisees run business intelligence and data integrity practices, helping small companies do better business and make more informed decisions in today's ever changing economic climate."

At present, there are no other franchise opportunities in the business intelligence and data integrity industry, so Red Flag Alert offers an alternative to people from a professional background seeking a white collar, consultancy-type business.

The company provides a three-week initial training course, a supported three-month launch programme, regular meetings, training, plus sales and marketing help as part of the ongoing support package.

The Red Flag Alert system was developed originally by Begbies Traynor Group as a predictive business intelligence tool. **MM**



Karl Quinn:
Red Flag Alert
franchisee for
Manchester

FOR MORE INFORMATION

■ Call Dan Archer on **08448 222804** or visit www.redflagfranchise.co.uk.

FREE INFO NO: 4970

franchising

Get out what **you put in**

GAS-ELEC FRANCHISEES ARE PART OF THE UK'S PREMIER GAS AND ELECTRICAL SAFETY INSPECTION COMPANY

How many of us recall the career advice given to us by our parents in our formative years and wish we had listened more attentively?

John Davidson, gas-elec's managing director, can cast his mind back with some satisfaction, having followed to the letter his father's counsel to learn a trade that would provide the basis for a lifelong career. At the age of 15, the Belfast boy became an apprentice electrician, acquiring the practical skills that, three decades later, would prove vital in setting up one of the country's most successful franchise operations.

TIME SAVING

gas-elec was born in 1996, offering a testing and inspection service for both gas and electricity that could be performed by one engineer in a single visit, saving landlords, tenants and homeowners time, inconvenience and money.

Back then, the idea of a combined safety inspection was nothing short of revolutionary - so revolutionary, in fact, that one year after opening its doors for business the company still didn't have a single competitor. At which point John investigated the possibility of establishing a franchise operation.

"We split the UK into 20 different regions to allow our engineers to become franchisees," he says. "Then we invested heavily in putting it all together. We were a couple of years out of the recession and many people told me I was crazy. Who, they asked, would invest in the venture when the country was on its knees?"

But John's business instincts proved to be spot on - plenty of engineers were prepared to invest in what is now the country's premier gas and electrical safety inspection company.

Fast forward 18 years and gas-elec has 100 franchisees across the country and 18 regional offices taking care of the coordination of its work, sales and marketing. Not that joining the company is a get rich quick scheme or an option for just anyone who wants to run a franchise. First, applicants require the appropriate technical qualifications - minimum CCN1 on the gas side or, for an electrical franchise, 17th edition and C&G 2394/5.

But John and gas-elec's group director Carol Otway are looking for more than technical know-how.

"You need to want your own business, but equally you need to listen to the franchisor and follow our business model," John says. "We don't like people who come into the business and tell us how it works. Over the years we have turned people away because of their attitude and said no thank you to their £24,000 total investment.

"You are investing in our established and ethical brand in a tried and tested system. So if you prefer to do your own thing and try your own ideas, you might be better off setting up on your own. We have already made all the mistakes, so you don't have to."

Those mistakes include, in the early years, leaving the franchisees to do the bulk of their accounting

*John Davidson:
"You are investing
in our established
and ethical brand"*



administration. The introduction of a bespoke bureau facility that, among other functions, produces and sends out invoices, collects payments, generates safety certificates and performs the credit control function, means that while franchisees need a certain level of IT know-how, all bookkeeping is done for them.

What franchisees do need, however, is a strong customer focus and the ability to deal with people. "You spend a lot of time in peoples' homes and you need to know how to talk to them and display a can do attitude," Carol says.

Conversely, you need to know how to avoid confrontation and generally deal with customers' questions, skills you will be taught on the training course at gas-elec's Heathrow head office.

WORKING DAY

You should expect to spend large parts of your working day on your own - travelling to jobs, working in homes when tenants are out and entering the details of the day's work on a computer

at home, before submitting them to the company for invoicing and certificate generation.

And while the company's regional management franchisees will take care of the bulk of your marketing, you should also expect to spend some of your time promoting your business in local publications.

Carol says: "It is very rare these days for a franchisee to start in an area where gas-elec has no presence at all, but if you want to grow your business you should also promote it. You get out what you put in." **MM**

FOR MORE INFORMATION

■ Call Carol Otway on **0800 015 2030**, email **info@gas-elec.co.uk** or visit **www.gas-elec.co.uk**. gas-elec franchise: £16,500 (plus VAT). Training fee: £1,500 (plus VAT). Equipment: up to £3,750 (plus VAT).

FREE INFO NO: 4022



WE ARE EXPANDING AND LOOKING FOR FRANCHISEES!

DO YOU HAVE ALL 'THE RIGHT INGREDIENTS' TO BE A GREAT PAPA JOHN'S FRANCHISEE?

We are looking back on 36 quarters of consecutive growth, and by the end of 2014, we had over 280 sites open; working towards our goal of 600+ units in the UK.

Papa John's wants to hear from you if you have the potential and ambition to take on single or multiple Papa John's stores. So if you would like to explore the possibilities of becoming a Papa John's franchise owner...

Why not talk to us TODAY?

FRANCHISEE INCENTIVES*

- Free Equipment Package worth £21k +
- Royalty Reductions for 15 months
- Targeted Marketing Support

* Incentives are only available in our key development areas; Scotland, North West, North East, Midlands, & Wales, & for stores opening before the end of 2015.

0844 567 0937

enquiries@papajohns.co.uk

www.papajohns.co.uk/franchise

FREE INFO NO: 4375



Do you want to run a business that makes a real difference in your community?

Right at Home provides top quality home care services to support people to live independently in their own homes. Our services range from weekly companionship, shopping and household support visits to complex 24/7 personal care needs.

We differ from other homecare companies in that our minimum visit time is 1 hour, our CareGivers don't wear uniforms, we carefully match our clients to CareGivers and are happy to go the extra mile to help make their lives easier.

Why join the Right at Home UK franchise?

- Fast-growing, recession-resilient market which cannot be overtaken by technology.
- Well-established international company (400+ offices on 5 continents)
- 25+ UK offices and fantastic territories available in all regions.
- We are a company that looks after its franchisees, with a BFA award-winning managing director
- bfa Emerging Franchisor of the Year 2014 and Smith & Henderson Five Star Franchise 2014

Initial Franchise Fee is £31,995 plus VAT, working capital is also required.

For further information please enquire via www.rightathomeuk.com/franchise-opportunities or email suzie.mccafferty@rightathomeuk.com



FREE INFO NO: 4821



10 Great Reasons to Own a Tutor Doctor Franchise

- 1 Make a difference in the lives of students and help them succeed.
- 2 Work from home and fit in with your lifestyle.
- 3 In the UK, parents spend £6bn a year on private tuition.
- 4 A growing customer base and recurring revenue model.
- 5 Low overhead and investment with high earning potential.
- 6 Strong, supportive & global network of franchisees for mentoring and support.
- 7 One of the fastest growing franchises, recognised as an industry leader.
- 8 Extensive training & support to make sure you succeed.
- 9 Our model produces great results for students.
- 10 Customer love us – 94% of our UK families would recommend us to others

Meet Us At The
British & International Franchise Exhibition
13th & 14th March
London's Olympia
Stand B20

To Find Out More Visit:
TutorDoctorOpportunity.com/UK
Or Call Us Today on: 0208 144 5678

FREE INFO NO: 4904

Window Shutter Franchise Opportunity



Every Window
is an opportunity with
shuttercraft™

Shuttercraft are the UK's leading interior window shutters company and have franchise opportunities in selected areas of the country.

- ✓ Exciting growth industry
- ✓ Cash positive business
- ✓ Low capital investment
- ✓ Your own protected geographic territory
- ✓ Full marketing launch & on-going support
- ✓ Regionally ranking website & 24hr shop window
- ✓ Pay-Per-Click advertising management
- ✓ Professional samples & demo equipment
- ✓ Comprehensive product training & support

Join the market leaders & benefit from our recognised & trusted brand name, superior product ranges & comprehensive support programme.

Find out more today by visiting
www.shuttercraft-franchise.co.uk

EXCLUSIVELY
RETAILING
S: CRAFT
PRODUCTS



quality shutters and blinds

shuttercraft™

FREE INFO NO: 4849

franchising

Proven model

OVENU FRANCHISEES OPERATE UNDER THE BANNER OF A NATIONAL BRAND

Oven valeting specialist Ovenu has been successfully owned and operated by Rik Hellewell since it began franchising in 1994. Since then the business model has been tried and tested successfully and today the company has over 100 franchisees in the UK, plus master franchise arrangements in Australia and the USA.

Starting your own business can be daunting, because you have to secure adequate funding, complete your market research to demonstrate there is a demand for the product or service you're offering and show you can fulfil that demand at a price that generates a good profit. It can also be a lonely existence.

ESTABLISHED

Franchising offers an alternative route into self-employment. It allows you to operate your own business, but under the banner of a national brand. In the UK, franchising has been established for many years and while nothing must be taken for granted, there are not many franchise opportunities that can match Ovenu's track record over the past 20 years.

Franchising is a kind of partnership where franchisor and franchisee relies on the other to perform their role and fulfil their responsibilities to a consistently high standard. Ovenu franchisees manage their own work commitments and, because they pay a fixed monthly fee to the franchisor, the harder they work, the more profit they keep for themselves.

Franchising is not suitable for everyone, which is why the recruitment process adopted by Ovenu is transparent. The process is structured and informative to ensure both sides have everything they need to make the right decision.

The initial support and comprehensive training provided, together with one of the most



effective websites in the franchise industry, ensures franchisees get off to the best possible start. Ongoing support is also offered. However, the main cog in the wheel that drives the business forward is the franchisee. The franchisor has the systems and brand, but franchisees must possess the enthusiasm and determination to succeed.

Requiring the minimum of reporting, the Ovenu business model is both simple and flexible to operate, because the company wants franchisees to be focused on cleaning ovens and making money, not filling in forms and reports.

CHOICE

Ovenu offers two proven business models depending on your local geography, demographics

and population of the area you are interested in developing.

There is the Standard Model package, which costs £15,900 (plus VAT) and usually comprises around 60,000 households, and the Easy Reach package, which costs around £9,950 (plus VAT) and includes approximately 30,000 households.

Both franchises can be operated from home with minimal overheads. **MM**

FOR MORE INFORMATION

■ Visit www.ovenufanchise.co.uk or call **01325 251455**

FREE INFO NO: 4062



franchising

Innovative thinking

POST AND PACKING OFFERS CONSUMERS AND COMPANIES A COMPREHENSIVE RANGE OF BUSINESS, DELIVERY, POSTAL, SHIPPING, MAILING ADDRESS, PRINT AND COPY SERVICES

Since the privatisation of the Royal Mail, there have been many changes to the postal system, as well as a decline in the number of post offices across Britain.

Despite these closures, there is still a demand for postal services in towns and rural communities. In addition, with the vast growth of the online retail market, we are seeing an increase in the volume of parcels and packages that need shipping, dropping and collecting. As a result, new courier companies are evolving, while independent businesses now offer postal solutions such as click and collect.

ESTABLISHED

Post and Packing was already an established business before the current owners bought it in 2012. Prior to the new ownership, Post and Packing Warehouse provided postal services to a number of local companies as an alternative to the post office. But in March 2012 the company announced it was to close.

"Having worked with Post and Packing through our two companies, my colleague and I were intrigued as to why a company with a good concept would be closing its doors," Hugh Furness, now co-owner of Post and Packing, says. "We therefore arranged a meeting with the owner and their accountant and, following the meeting, purchased the company, along with all its intellectual rights.

"The purchase and turnaround was completed in one week and we managed to retain all of the staff, along with securing the lease of the Kings Hill premises in Kent.

Hugh and other co-owner Martyn Filby have since developed Post and Packing and its services, which include the provision of stamps and packaging materials, national and international shipping, PO box rental, mail and order fulfilment and storage services.

Post and Packing sites are situated in high street locations to optimise both the passing footfall from consumer trade, as well as the local business community. The company also offers a pick-up service from local businesses.

Hugh says: "Shopping has become an activity we can do anywhere and at any time of the day through the internet and mobile devices have made it much more convenient. It has caused a shift in the way we buy products and, as a result, innovative solutions to service both the business and consumer are required. We saw Post and Packing as having the potential to help service both, which was a really exciting prospect.

"Many businesses we work with are ecommerce micro businesses and small and medium-sized enterprises, who are at the point of expanding. They need someone to help fulfil all their online orders because the task has become too great for them to do it alone. We offer fully racked storage solutions, as well as a pick and pack to order service, for those who want us to manage their stock."



Post and Packing launched its franchise offering this year. For an investment of £25,000, ambitious individuals can run their own Post and Packing business and, according to the company, earn up to £260,000 in their first year of trading.

"Our ultimate long-term aim is to become a national household brand that people turn to for all their postal and shipping requirements," Martyn Filby says.

DEMANDS

The Royal Mail has a 500-year history and for years post offices have helped connect the country, both physically and intellectually. However, with business advancements, the increase in online retail sales and the ever growing need for convenience shopping, we are seeing a new era of companies offering postal and courier services to meet the growing demands of businesses and consumer.

Building a business around a new concept and innovative thinking, Post and Packing is currently

the only high street chain that offers consumers and local companies a comprehensive range of business, delivery, postal, shipping, mailing address, print and copy services.

"We are at the forefront of this rapidly expanding and exciting time," Martyn says. "Our services have been tailored specifically with our customers in mind, offering full solutions that enable our customers to fulfil all their postal and courier requirements under one roof." **MM**

FOR MORE INFORMATION

■ Call **0845 4989622**,
email franchise@postandpackinguk.com,
or visit www.postandpackinguk.com.

FREE INFO NO: 5855

Over 43,000 stores in more than 105 countries worldwide



This is your chance to get on board with the

Number One Franchise Opportunity!*



- ➔ Outlet opportunities currently available
- ➔ Low cost, simple operation
- ➔ 20 franchisee support offices throughout the UK and Ireland
- ➔ 70% of franchises purchased by existing owners



We're celebrating!

Over 2,000 stores

now open in the UK and Ireland



To find out more visit

www.subway.co.uk/business

www.subway.ie/business

or call **0800 085 5058** (UK)

1-800-413-076 (Eire)



*SUBWAY® is the number one QSR brand by total store count (as at January 2015).
©2015 Doctor's Associate Inc. SUBWAY® is a registered trademark of Doctor's Associate Inc.



franchising

Education opportunity

DEMAND FOR THE TUTOR DOCTOR SERVICE IN THE UK CONTINUES TO GROW

In the UK the tutoring industry is valued at £6 billion a year, according to The Daily Telegraph. That's more than the entire Las Vegas Strip casino industry generates on an annual basis.

Moreover, the Telegraph recently published an article about 'super tutors' earning up to £1,000 per hour, while CNN aired a programme on celebrity tutors who were making over \$1 million (approximately £620,000) in yearly earnings.

STUDY

Market research specialist Global Industry Analysts has released a study stating that the global

private tutoring market will surpass \$102.8 billion (approximately £64 billion) by 2018 and \$123.8 billion (approximately £77 billion) by 2020.

So with no evident market leader, extremely high fragmentation, explosive growth and recession

"An advantage of Tutor Doctor is that it allows the franchise owner to run a scalable business"

resistance built in, the tutoring market in the UK, as a business opportunity, is positioned for massive success, but only if planned professionally and with scalability. Enter Tutor Doctor.

An advantage of Tutor Doctor is that it allows the franchise owner to run a scalable business.

Frequently, franchisees serve over 300 or 400 students in a single year. As franchisees are not the ones doing the teaching, they are not limited by their own knowledge.

All Tutor Doctor tutors go through a vetting process, including a DBS check or equivalent, and are provided with a tutor training programme, where they learn about professional tutoring skills.

There is also a great degree of accountability. Franchisees closely monitor what's being delivered via the report each tutor has to create after each session. The franchisee sends it to the family, requesting feedback from them. If there are any issues raised, the franchisee is immediately informed and can take corrective action.

As demand for the Tutor Doctor service continues to increase, UK franchisees have grown, on average, by over 50 per cent year-on-year. **MM**

FOR MORE INFORMATION

■ Visit TutorDoctorOpportunity.com/UK or call **020 8144 5678**.

FREE INFO NO: 4904



Searching for the right franchise?

It is sometimes difficult to know when a franchise is right, let Red Flag Alert make it easier for you. Red Flag Alert is a unique franchise opportunity where you will run a successful Business Intelligence and Data Integrity practice.

We believe in people using technology not being governed by it, your business will provide systems to help businesses to make better decisions.

If you want to help local SMEs this could be the business opportunity that you have been searching for.

- Backed by 25 years of experience and proven over 10 years
- Unlimited marketing access to every business in your area
- White collar consultancy business with exclusive territory
- Huge potential in SME market with regular repeat clients
- Home/small office-based
- Flexible model for the perfect work-life balance
- Comprehensive training and 'Total Support'

redflagalert



To find out more visit www.redflagfranchise.co.uk or call **0844 822 2804** **@redflagfran**

Women in Business

WWW.MAKINGMONEY.CO.UK



**Tiger Bills –
the franchised
restaurant brand
that's roaring its
way across
the globe**

women in business

Guaranteed turnover

THAT'S THE PLEDGE THAT SEALED THE DEAL FOR DUBLCHECK FRANCHISEE JULIANA

That so many Dublcheck franchisees find success early on in their businesses is something the company's founder, Carol Stewart-Gill, cannot emphasise enough.

"Commercial cleaning is one of the best industries to join as a franchise owner because it's more robust and recession resistant than most others," she says. "Every building, office and shop needs regular cleaning."

BUSY TIME FOR NEW FRANCHISEE JULIANA

"Yes, I've been a bit busy," she laughs when Making Money finally manages to catch up with her. The 38-year-old former teacher moved from Spain to the UK at the beginning of 2014 and says her relationship with Dublcheck began as soon as February, when she began researching which business to invest in - just one month after arriving on these shores.

By July Juliana was doing Dublcheck's training course, having invested £15,000 in the business.

"What grabbed my attention was that Dublcheck assured me they would be able to give me a guaranteed turnover," she explains. "I was looking for a business I could start up with a low risk and franchising seemed the obvious route to success, as I would have all the help setting up my own business."

"It is the partnership between franchisees and franchisor that is the edge Dublcheck enjoys over our competitors"

"Dublcheck were able to get me business just one and a half months after I did their training course and by month three I was already achieving the guaranteed turnover."

So did Juliana carry on at this level, pleased to have achieved her initial goal? No, she reinvested. And fast.

"We put in another lump sum in July and then in November put in a bit more, which brought our investment up to a total of £26,000, because it was going so well," she says.

The 'we' in question is Juliana and her husband, a site manager who works full-time, but has been called upon on occasion to ensure contracts are finished.

"He's been very supportive," Juliana explains, whose past career included being a teacher, then a sales manager for a financial institution. But her switch to becoming a Dublcheck franchisee was not without some careful consideration, she stresses.

"I did a lot of research about the company, having come across it on the internet, and spoke to a lady who was a franchisee, who said the company



were very supportive," Juliana says. "Then she told me about the guaranteed turnover and I think that's what clinched it.

"In the beginning I didn't know how far I would take it, but meeting other franchisees, talking to them and seeing how they've grown their businesses is what helped me make the decision."

AMBITIOUS PLANS

Juliana's franchise has grown quickly, in line with her ambitious plans, and unsurprisingly she has big ideas for the year ahead.

"It's all happened fairly fast, considering we only moved to the UK in January 2014," Juliana admits. "By September 2015 the plan is to have 10 part-time employees on board, who will have taken over the cleaning completely."

Accordingly, Juliana is, as we speak, going through CVs and selecting a team that will enable her to transform her business into a management company.

"I think the attitude of the company is one which draws people to them," she says. "All the employees at Dublcheck's head offices are so friendly and supportive - they always make sure that if you call with a problem it's sorted out as soon as possible."

Initial investment in the franchise varies from £9,950 to £190,000 and after an initial training course franchisees receive ongoing training and support, branded uniforms, products, sales and marketing tools and stationery.

"Central to Dublcheck's 21-year success story is its dedication to ensuring franchise owners have all the tools and knowledge they need to uphold the values of the Dublcheck brand, which has resulted in a 90 per cent client retention rate," Carol Stewart-Gill says.

"With our experience and track record, we can safely say that if you put in the effort and follow the system, the rewards with Dublcheck are there. We guarantee the contract value for the first year, so if you lose a contract for any reason other than non-performance Dublcheck will replace it free of charge."

Carol adds: "Dublcheck started as a conventional cleaning company and still services many happy customers, but the only way to grow and maintain our very high standards is to utilise the benefits of a franchise structure. It is



FOR MORE INFORMATION

■ Call **0800 317236**, email **franchise@dublcheck.co.uk** or visit **www.dublcheck.co.uk**

FREE INFO NO: 4048

the partnership between franchisees and franchisor that is the edge Dublcheck enjoys over our competitors."

NO UPPER LIMITED

It's a strategy Juliana agrees with wholeheartedly: "With Dublcheck you can earn as little or as much as you want, as there is no upper limit on the number of contracts you can operate. We've told so many of our friends about Dublcheck that some of them are now considering doing the same thing."

Is Juliana looking to expand further after she's achieved the planned level of business by September? Unsurprisingly, her answer is a resounding yes. Juliana may have only relocated a year ago, but she appears to be doing a pretty good job of creating a business that will last. **MM**



Carol Stewart-Gill:
Dublcheck's founder

THE BENEFITS OF DUBLCHECK

- 21 years' experience.
- Low cost entry.
- Invoicing and cash collection.
- Recession proof utility business.
- Low overhead requirement - can operate from home.
- Dublcheck is a UK company that's wholly owned by its founder and chairman.
- Dublcheck has been awarded the 20th fastest growing private company in the UK by Virgin Fast Track and The Sunday Times.
- Professional white collar management franchise or operational franchise.
- Everywhere you look buildings need cleaning.
- Over 100 franchisees in the UK.
- 90 per cent customer retention rate.
- Hundreds of fantastic franchisee testimonials.
- A massive market that keeps on growing.

THREE ACTUAL AUDITED DUBLCHECK FRANCHISE ACCOUNTS

Case A (this business is managed with 95 per cent of the cleaning done by employed cleaners)

	Turnover	Net Profit	% Profit
Year 1	£63,000	£17,000	27%
Year 2	£104,000	£33,000	31%
Year 3	£128,000	£54,000	42%

Case B (this business is 50 per cent managed and 50 per cent hands-on cleaning)

	Turnover	Net Profit	% Profit
Year 1	£25,000	£6,000	24%
Year 2	£38,000	£20,000	52%
Year 3	£45,000	£25,000	55%

Case C (this business is 100 per cent hands-on at the start, moving to 95 per cent in year three)

	Turnover	Net Profit	% Profit
Year 1	£17,000	£8,600	50%
Year 2	£18,200	£9,500	52%
Year 3	£25,000	£10,300	41%

women in business

Women leading the way

SUSSANNE CHAMBERS, MANAGING DIRECTOR OF HOMEXPERTS, EXPLAINS WHY THE ESTATE AND LETTING AGENCY FRANCHISE IS A VIABLE OPTION FOR FEMALES WANTING TO BE THEIR OWN BOSS

Sussanne Chambers, is managing director of the HomeXperts estate and letting agency franchise, which won gold at The Sunday Times' Estate Agency Franchise of the Year 2014 awards. Last year HomeXperts was also awarded bronze at The Sunday Times' Franchise Lettings Agency of the Year awards.

WHY DO WOMEN MAKE GOOD HOMEXPERTS FRANCHISEES?

HomeXperts franchisees require a great deal of empathy to understand clients' needs, they need to be extremely organised and have the ability to multitask on a daily basis. All these attributes tend to shine through in women - our top franchisee has been a woman for four of the past five years. Understanding the client and putting in the effort day after day helps all our top franchisees to prosper. Out of our top five franchisees, four are either women franchisees or husband and wife teams.

WHAT MAKES HOMEXPERTS STAND OUT FROM THE COMPETITION?

Our brand is all about looking after the customer. HomeXperts franchisees live by the mantra: 'We don't just sell or let houses, we help people to move, which shows in the service the client receives.'

A survey we conducted with 164 clients showed that 100 per cent of them would recommend us to a friend or family member, which shows just how great a job our franchisees do at going beyond the

call of duty for their clients. Ensuring our clients are looked after throughout the whole process ensures they know HomeXperts personal agents care about making their move as quick and hassle free as possible.

HOMEXPERTS' FRANCHISE MODEL CONTINUES TO GO FROM STRENGTH TO STRENGTH. CAN YOU GIVE US AN INSIGHT INTO HOW IT WORKS?

We start off by ensuring our franchisees have all the right attributes to become exceptional estate and letting agents - a passion for property, a desire to deliver, a great level of customer service and a self-motivated attitude will go a long way. Our recruitment search is in full swing this year as we expand our franchise. This year we are launching into Scotland and expanding in England and Wales.

Across the UK we are looking for new franchisees with an entrepreneurial spirit who can use their



Sussanne Chambers (right) accepting the Gold Award for Best Estate Agency Franchise from Michelle Mone

"A survey we conducted with 164 clients showed that 100 per cent of them would recommend us to a friend or family member"

provides our franchisees with everything they need to succeed in one central location. This asset ensures our franchisees are able to search quickly and effectively for everything they need within a few quick clicks.

Making our business model more effective helps make an impact on how effective our franchisees can be, allowing them to focus more of their time on helping their clients move home. The hub also holds a vast array of marketing materials, with simple how-to guides explaining how each item can make the difference, compared to the competition.

WHY SHOULD SOMEONE INVEST IN A HOMEXPERTS FRANCHISE?

Our two-week training academy and ongoing support is industry leading, with franchisees gaining a recognised qualification from The National Association of Estate Agents and The Association of Residential Letting Agents.

After new franchisees join us, we have a structured support plan featuring monthly one-to-one meetings, quarterly team meetings and twice weekly webinars. We have a proven, award winning franchise model and our top franchisees join our High Flyers Club, meaning they have achieved more than £10,000 in invoiced commission in a month. **MM**

FOR MORE INFORMATION

■ Visit www.home-xperts.co.uk or call **01905 673313**.

FREE INFO NO: 4799



Anna-Marie Grant: one of HomeXperts' top earning franchisees

networking skills to become well known locally and establish their business as successful estate and letting agents.

The HomeXperts model, whereby franchisees work from home, works exceptionally well, as the majority of people start their property searches online, meaning working from an office is becoming increasingly irrelevant. A dramatic fall in footfall to estate agent branches shows the public have stopped strolling along the high street on a Saturday afternoon glancing into property agents' windows. Advancing technology has given people more freedom to search for what they want, when they want and being innovative with technology helps our franchisees stand out.

TELL US ABOUT ONE OF YOUR MOST FORWARD THINKING IDEAS

The HomeXperts franchisee hub is one of our biggest investments and also our best franchisee resource. The hub is cloud-based technology, which

women in business

Make beauty your business

NANCY CRUIKSHANK, FOUNDER AND CEO OF MYSHOWCASE,
EXPLAINS HER MISSION TO EMPOWER WOMEN AND ENTREPRENEURS
WITH A PIONEERING CONCEPT IN BEAUTY AND DIRECT SALES

In 2000 I founded a business called Handbag.com and it became the number one fashion and beauty site of the noughties. 1.5 million women visited it every month and 400,000 of them were regularly chatting on our discussion forums.

We discovered that women between the ages of 25 and 55 were often talking about their desires to launch their own businesses and find a flexible way to work while bringing up a family or fulfilling other life goals. Yet there were - and still are - many barriers to making this possible.

INNOVATION

At the time I was also sitting on Cosmetic Executive Women, the beauty industry trade board, and saw so much innovation, passion and great products from new and independent beauty brands. But they were finding it challenging to build distribution in the traditional department stores, as they were up against larger global beauty players. Over the years, these two fascinating conundrums brewed in my mind.

As I conceived the idea for MyShowcase, I began to discuss it with long-time industry friends Rodrigo Dauster [ex-Visual DNA, Gekko, Imagini], Kate Shapland [Telegraph Beauty editor] and Olivier Beau de Lomenie, who built the technology platform at Ocado. They loved the idea and joined me as co-founders in MyShowcase, which was fortunate because they are all at the top of their games and I knew the make-up of our team would be vital



in enabling us to build a world class technology platform and innovative retail concept to serve our customers, brand partners and stylist network.

As Rodrigo and I discussed the idea of MyShowcase, we both noticed I kept talking about showcasing stuff - entrepreneurial talent, new brands, etc. That word - showcase - seemed critical to so many elements of our business, so I researched buying the URL MyShowcase.com, as the 'my' represented an individual, personal and flexible approach to the different ways women might get involved with the business. The name was not available, but I managed to buy it after a little negotiation, and we were off, officially launching in 2012 with five founding stylists and nine brands.

MyShowcase currently sells 35-plus independent beauty brands via our network of stylists. These brands are not necessarily widely available on the high street and each has a compelling story to tell. Some of them are well known - Neom, James Read Tan, Legology and Aurelia Probiotic Skincare - while others, like Beatitude, Ruth Mastenbroek and Jane Scrivner, have smaller profiles.

Our stylists are women - most of them have no background in beauty - who want to work, but flexibly. For a sign-up cost of £199, they receive their kit of £400-worth of our beauty products, plus all the training and resources to create a successful, sustainable business.

They organise showcases - largely in homes, but occasionally in offices too - where they showcase our brands. Customers can buy at our events and also via www.myshowcase.com. Kate Shapland, our editorial director, is well known for championing independent beauty brands in her Telegraph column and she is responsible for bringing brands to MyShowcase.

I'm proud of our range, which we enhance regularly so we can engage stylists and customers with new products and brands time after time. For me it was vital our contemporary model of a direct selling business offered this variety and newness to make showcases a delightful and compelling discovery experience, no matter how many times customers come.



Coming into our third year, I feel proud of what our company, conceived at my kitchen table, and our 300-plus stylists have achieved. 2015 has already seen two milestones in the company's history: our first two-day stylist conference, held at the glamorous ME London Hotel in January to celebrating our success, and second, our digital billboard campaign 'Make Beauty Your Business', which launched on the iconic Piccadilly Circus curve advertising panel and is now making an appearance in 14 other hot spots around London.

MOTIVATING

Our motivating message 'Make Beauty Your Business' has been digitally brought to life by our dream girl, model Ellie Dowling. As she blinks, pound signs are revealed on her eyelids. And just as Piccadilly turns from day to night, so does her make-up, transforming to night-time glamour.

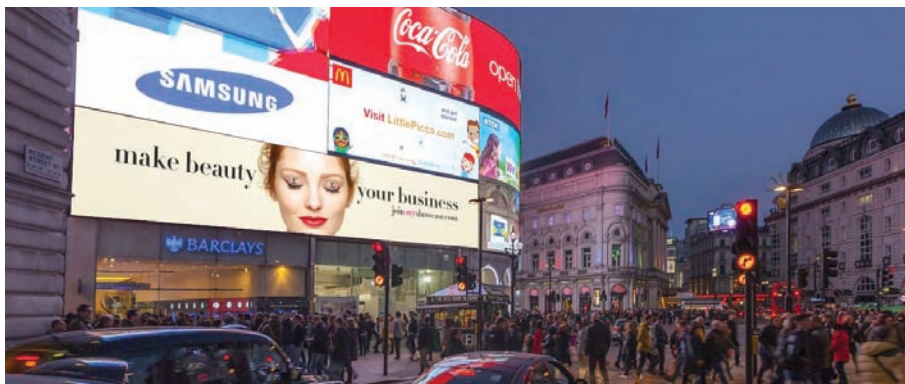
As the campaign launched on the same day as our conference, we gathered the MyShowcase team and our stylists in front of the digital billboard for a celebratory group photo armed with tongue-in-cheek placards proclaiming 'Makeup Your Own Future', 'No Gloss Ceilings' and 'Make Lipstick Pay', which caused such a stir among passers-by that we signed up more stylists there and then.

With more stylists and brands joining the MyShowcase journey monthly, we couldn't be more excited to see what the rest of 2015 and next year looks like. **MM**

FOR MORE INFORMATION

Visit www.myshowcase.com.

FREE INFO NO: 6355



women in business

The hottest flavour combo in franchising

TIGER BILLS IS THE FRANCHISED RESTAURANT BRAND THAT'S ROARING ITS WAY ACROSS THE GLOBE



Tiger Bills Franchise offers a unique foothold in the marketplace, combining an exciting and fresh menu of Eastern and Western cuisine with attractive and cutting edge restaurant design and a renowned 'guest first' service culture.

This attractive formula, dubbed the hottest restaurant concept of the moment by Horizon and earmarked as one to watch, is the reason why Tiger Bills Franchise is ticking all the boxes on a global scale and expanding at an unprecedented rate, says CEO and founder of the brand, James Eyre.

DEDICATED

James adds: "Tiger Bills is more than a business, it's a way of doing business that stems from our menu design team through to our servers - we're passionate and dedicated to providing a first class experience to all of our guests through every aspect of our operation.

"Sharing our success and partnering with franchisees has enriched our brand even further,

and has afforded others the benefits that we have seen from being involved in the business from a personal and financial perspective."

The casual dining segment has grown by 11 per cent internationally over the last five years and there is a gap in the market for a casual, neighborhood-dining concept with a unique selling proposition. Tiger Bills is proving itself to be the gap in this market and the team at Tiger Bills have successfully identified and harnessed this opportunity for franchisees to profit from this solid demand with a robust business model and a commercially astute offering.

The benefit of the Tiger Bills franchise model is the opportunity to grow a healthy business within a short space of time. Franchisees reap the financial rewards with a faster way of establishing and growing a successful business, eliminating the time and, in most cases, the significant amount of groundwork required before initial ideas develop into a profitable business.

Tiger Bills franchisees benefit from the group's years of expert knowledge and experience within the thriving hospitality sector. The quality and

appeal of Tiger Bills' products, marketing and family friendly image, as well as their global standing, have positioned the concept as a popular choice for franchisees in the UK and, indeed, the rest of the world, with new territories and franchisees coming on board at a rapid rate.

International Vice President Patrick Mauser explains: "Our aim is to grow the brand at a rate that demonstrates our ability, rather than exceeds it, but that equally offers each and every franchisee the right level of support. We're not in the business of selling franchises, we are only interested in talking to the right people who share our passion for a great product, exceptional service and delivering a great, sustainable business."

Industry changes within the hospitality sector are sometimes so rapid that it is almost impossible for an owner of a managed business to keep up to date with trends. In contrast, Tiger Bills Franchise offers a dedicated team to focus on the research and development of the brand delivery and customer offering. New information, products and services are then disseminated among the franchise network via a strong communication platform, training

documentation and briefings, as well as on-call support as required, to keep the brand standards strong and in line with customers' high expectations.

Tiger Bills places a lot of value on their relationships with franchisees, regarding and treating them as business partners. The group endeavours to support franchisees with ongoing marketing activity and a well honed procurement chain that delivers market leading pricing, combined with strong financing options on equipment delivered through a long-standing partnership with suppliers that helps to keep set-up costs down.

The Tiger Bills model is ideal for entrepreneurs looking to enter the franchise market who enjoy taking pride in attention to detail and delivering excellent operational practice, with expert assistance always on hand to help drive the quality and standards of the business.

CONSISTENCY

Each restaurant follows a commercially driven set of brand standards, meaning there is never a situation where the brand values of a Tiger Bills site are compromised. The high standards of the brand are measured via a global customer insight programme and are reviewed at the brands' global headquarters and, in turn, actioned at site level.

Ioan Eyton-Jones, Group Operations Director, says: "Our aim is to provide world class service on a global scale. We know our training, processes and standards will deliver this, but to ensure consistency we've set up a dedicated customer insight programme to let us know exactly what our guests think of our business on the ground.

"We then review each site's performance centrally, challenge any constructive feedback and reward the positive feedback at site level, working with our teams to ensure they deliver a great experience to our guests.

"We recognise our roots as a neighborhood dining concept and, in turn, like to introduce locality to our service standards and measurement programmes to ensure the brand fits seamlessly in every environment and country it trades in."

Tiger Bills endeavours to develop and improve their products and services to ensure the brand stays ahead of the competition. Concerns can always be discussed with the dedicated operations team, as well as franchisees' ideas and ambitions to grow the business.

Mark Short, franchisee at Tiger Bills Consett, explains: "Being completely new to the restaurant sector, we have made the most of the expertise and support available to us, meaning we have probably worked with most of the in-house team and most of the external partners in order to get things moving and off the ground.

"We have benefited from help with a whole host of things, from staffing - the team at Tiger Bills developed a great relationship with the local council and we are now working in partnership with them through the council's regeneration scheme - through to kitting the restaurant out and helping us to market and PR the business.

"Throughout the process it has been fantastic to tap into the knowledge and comprehensive support network. It has given us a great deal of confidence and everyone involved in the project shares a 'can do' attitude, which is refreshing and has made the whole experience really enjoyable."

Indeed, it seems as though this international heavyweight shows no sign of slowing down. The brand has been so successful that the Tiger Bills team have introduced a spin-off to their successful



restaurant franchise, dedicated to offering a solution to owner/managed wet-led businesses.

Tiger Bills Kitchen is a market leading, bolt-on franchise option. The Thai-British casual dining concept has been created for existing hotels, pubs and large retail operations seeking to improve their food offering to attract and retain a wider pool of lucrative custom.

"The Tiger Bills Kitchen idea builds upon the great reputation of the Tiger Bills Restaurant Franchise," James says. "It gives pubs, hotels and more the chance to update or expand their current food offering quickly and easily without incurring substantial costs."

AUTHENTIC

Tiger Bills Kitchen offers an impressive choice of authentic Thai dishes that the brand is well known for, along with British pub classics. With franchises starting from as little as £5,995 (plus VAT), it's a cost-effective option that could be implemented within a matter of weeks.

The concept follows on from the success of the first Tiger Bills Kitchen in The Cornish Arms Pub in

Pendoggett, Port Isaac, which successfully launched in December 2014. Most recently, Tiger Bills Kitchen launched in Mambo, Taunton with great success.

Mambo General Manager Chris Cocking said in the build-up to the launch: "We are thrilled to introduce Tiger Bills Kitchen to Mambo. Tiger Bills Kitchen are steering casual dining culture away from expectations, making it more a homely platform for trying something new."

Prior to this, Tiger Bills Kitchen opened in The Chapel, Cotford St Luke and attracted rave reviews from customers online. 'Impressive', 'Absolutely delicious' and 'Superb value' are just a few of the comments received. **MM**

FOR MORE INFORMATION

■ To find out more about how a Tiger Bills Franchise and Tiger Bills Kitchen could transform your current site, call **01803 294880** or email **info@tigerbillsfranchise.co.uk**. Alternatively, visit **tigerbillsfranchise.com**.

FREE INFO NO: 4942



women in business

Highly recommended

EDINBURGH TIME FOR YOU FRANCHISEE **CATHERINE FITCH** EXPLAINS
HOW BECOMING HER OWN BOSS CHANGED HER LIFE FOR THE BETTER

This morning I sat at the table and ate breakfast with my three-year-old son. Then we built a train track together. I didn't have to rush to work for a certain time, so we had time to chat and spend quality time together. At this point residual income is coming into my business account and the tasks I needed to complete for the day are flexible and planned throughout the morning. Both my son and I have big smiles on our faces. We are very, very happy.

I lead a very different life today compared to a few months ago, when I had to get up at 4.30am twice a week to fly to London, not returning home until 8pm. I felt so shattered at the weekends that just the thought of doing family activities was exhausting. I regularly felt guilty because I couldn't give my son the time he deserved. On top of this, I wasn't doing as good a job at work as I could have.

CONFIDENT

I knew I needed to make a change, but with a mortgage and bills to pay, I had to be confident in what change that would be. I also worked for good people. I loved my job before I had my son and the company I worked for were supportive and generous.

Another factor in making a change was financial. I couldn't carry on working 70 hours a week, but what could I do that would earn me more money for less hours? The solution was to work for myself and run my own business - a very daunting prospect. I had developed business skills from my previous role as a recruitment consultant - I was confident dealing with people and bringing in sales - but to write a business plan, set up a website and put together robust procedures and processes? No thanks.

It was my mum who spotted the franchise opportunity with Time For You in our local

Duddingston community magazine. I always had cleaners, so I know how important it is to have a good one. A single phone call wouldn't hurt, I thought.

This call led to a meeting with Time For You founders Freddie and Ruth Rayner. I also spoke with several Time For You franchisees across the UK to see how their businesses were performing. The feedback was honest and positive. When I met with Freddie and Ruth I knew investing in a Time For You franchise was the right move to make. They are so passionate about helping you to achieve your goals. They don't interfere, but are there if you need them. They also run a 'success track' programme, which has been invaluable in keeping me focused and on track.

TRAINING

The initial training is great and geared up to the individual franchisee. Everyone coming into the franchise has different skills to bring to the business, as well as different things to learn. The website is set up for you - you just add the content, guided by Time For You, which advises you on what works well online. There are different leaflet designs to choose from and the marketing materials provided make you look professional and competent in front of clients.

Freddie and Ruth have vast industry experience, which they share with you. They have learnt through the mistakes they have made while building their business, enabling them to provide you with real life examples of what to expect. The training is ongoing and you can reach out to other franchisees and learn from them.

Freddie and Ruth also put on a dinner dance after the company's AGM, which is a lovely chance to meet other franchisees in the network.

The good thing about Time For You is that the proven business template is written out for you. As



Catherine Fitch

a business owner, how you choose to run things is left up to you, so you can grow the business as big as you want.

I started my business on February 4, 2013. By July 5, 2013 I had 153 clients. I am earning enough to pay the bills and will be going on two holidays this year. It is up to you how big or small you want your business to be.

IMPORTANT

My business partner is my mum, Jennie. She does all the admin, while I do the marketing. I plan my client visits and cleaner interviews around my personal commitments, not the other way around. So when my son goes to school in a couple of years I will be able to see his school plays and sports day - all the important things that make life worthwhile. My mum and I want to take my son to lots of different countries so he can see the world. This is possible as I can run the business from my laptop and phone. When I take a holiday, income still comes in.

Investing in the Time For You franchise has been the best decision I have made. I am happier, more relaxed and less stressed. On top of that, I'm earning more than in my previous job. I have control over my future and a chance to give my son a good start in life. He is so much happier as I am around more and, of course, I don't have that awful wrench when I go to work. He knows that if I have to see a client I am only going to be away half an hour.

If you follow the business plan and processes set out by Freddie and Ruth, you can make this business work for you. I would recommend it to anyone. **MM**



Catherine Fitch with her son

FOR MORE INFORMATION

■ Visit www.time4youfranchise.com for your free Time For You prospectus.

FREE INFO NO: 4355

women in business

Fulfilling her potential

PATSY DAY USED HER REDUNDANCY PAYOUT TO
BECOME A BELVOIR LETTINGS FRANCHISE OWNER

Moving from a stable work and life position to starting a new business is often daunting and caused by frustration. Some people are happy doing the same thing, however the people who become Belvoir franchise owners are not built that way.

Patsy Day made the leap and started a franchise with Belvoir. She's been trading as a Belvoir franchisee since July 2009.

ETHICS

"I considered a number of other franchisors, but chose Belvoir because I felt their business ethics and approach to the industry matched my own experience and preferred way of conducting business," Patsy explains.

"In addition, the support promised by Belvoir appealed to me, as while there is plenty of support for franchise owners initially and ongoing, Belvoir Bury St Edmunds would very much be my business."

Before joining Belvoir, Patsy was head of sales and marketing for a department of Anglian Water. This was a senior role in a corporate environment with a team of 20-plus staff. After being made redundant, Patsy decided to use her payout to start her own business.

"I wanted to become my own boss, but I still wanted the comfort and credibility of having a trusted brand behind me, which is why I chose the franchise option," she says.

"The best thing about being part of the Belvoir network is the support from Belvoir central office and other franchise owners. The regular newsletters and other information produced by Belvoir are so important and valuable, plus having a legal helpline I can call at any time is advantageous. I love the brand and the feel of quality and reliability it exudes."



Patsy's advice to anyone looking to start their own business? "Definitely consider the franchise route," she says. "I would not have wanted to set up on my own, as I enjoy having a solid brand and business behind me."

"I am an honest person, but credibility is key when dealing with other people's money and having a backer or business partner we could align ourselves to gave me that from day one. I have also relied on the franchise network and my colleagues across the business for support on live issues. I have always found someone who has experienced the particular problem and they are always happy to help."

She also advises prospective franchisees to research their options thoroughly and not to underestimate how much work and effort you have to put in to be successful.

"One thing I used to say to myself was that I was not going to let my business fail because I hadn't worked hard enough," Patsy explains. "Make sure you borrow enough money, if necessary, and remember that things will be tough at times. But if you hold on tight, keep networking and talking to people, it will come good in the end. If you do a good job and you are honest and fair, people will recommend you and help to grow your business."

ATTRACTION

And she would do it all again: "If someone had asked me a few years ago, I'm not sure what the answer would have been, but now I would say 100 per cent yes. 90 per cent of people achieve success when starting up a new franchise, as opposed to the 50 per cent success rate when setting up on your own. These figures are one of the main attractions of becoming a franchisee."

"If you're sat at your desk or on a train thinking you have reached your maximum potential where you are, look to the world of franchising and see if there is a business model that can release you and provide you with the opportunity to make the lifestyle choice you want." **MM**

FOR MORE INFORMATION

■ Call **01476 570 000** or
visit **belvoirfranchise.com**.

FREE INFO NO: 4280



women in business

Healthy profits

DERMADIO HAS CREATED THE UK'S FIRST MOBILE SKIN CLINIC BUSINESS

Have you ever wanted to run a business in your own territory that gives something back in such a way that can help you change the lives of every one of your customers for the better?

Have you ever looked at the beauty and diet industries and wondered if it could be possible to simplify the way consumers look at the products they buy, so that they feel amazing, look incredible and lead rich and wonderful lives?

ADAPTED

This is exactly what DermaDio has been doing. The company has created the UK's first mobile skin clinic business, which is set up and adapted for you, your clients and how they view their health and skincare.

The beauty industry is laden with advertising campaigns designed to promote a product and increase profits. The diet industry is rife with promises. However, there are many facts that simply do not reach consumers and have an affect on their lifestyles and the lifestyles of their families.

DermaDio looks beyond calorie counting and fancy skincare advertising and teaches clinics about the ingredients in every product we use daily. The company cares about customer service and the experiences customers have when making choices about what products to put both onto their skin and into their bodies. With that in mind, DermaDio clinics will be set up around the UK, so that you can educate your clients about skin health.

As a DermaDio skin consultant, the first thing you will be taught is why skincare products don't offer an amazing, flawless complexion. Your training

will teach you to see things in a completely different way. In addition, DermaDio will show you the value of eating well and why certain products will never help you be slim or have healthy, glowing skin.

What makes DermaDio special? Why is it different from standard skin consultation clinics and why should you get involved with the company? A DermaDio skin clinic is a unique concept. For one, it is fully portable. Your business operates via a mobile skin station, meaning you can run your clinic anywhere. Everything within your clinic folds away, so that you can take your clinic to your clients. This opens up a whole world of opportunities for you to earn money from your business.

OPTIONS

Your clinic also has options. You can choose to run a skincare clinic, a mother and baby clinic or a makeup clinic. All three are designed to support your customers and help them see things differently when it comes to skin health and having a healthy lifestyle.

DermaDio provides full training. You don't need to be an expert in order to change your customers' outlook. In fact, a DermaDio clinic will change your own outlook in the process. **MM**

FOR MORE INFORMATION

■ Call **01283 210 149**, email the **team@dermadio.com** or visit **www.dermadio.com**.

FREE INFO NO: 4996



CHOICE OF CLINICS

DermaDio Skin Clinic

A DermaDio Skin Clinic looks at skin from within, offering a complex skin consultation that includes:

- Skin consultations, incorporating UV skin damage mapping.
- Skin moisture scanning.
- Recommendations for product use and ingredients information.
- Skin health consultation.
- A full lifestyle and diet consultation that will change how your clients look at their skin.
- Bespoke natural and organic skincare products, mixed and tailor-made for your client on-site for them to take away.
- A two-week skin programme with second free evaluation.

DermaDio Mother and Baby Clinic

A DermaDio Mother and Baby Clinic teaches you how to give consultations to new and existing mums regarding:

- Their own and their baby's/children's skin, offering advice as to which products to use, which products to avoid and how to protect children's skin as they grow up.
- Diet and nutrition advice, including quick-to-make healthy recipes for babies and fun, healthy food that children will love.
- Advice on sugar and salt intake and showing mums how to keep their diet and skin healthy.
- A mother and baby clinic allows you to make up natural bespoke and organic skincare products, mixed and tailor-made for your client on-site to take away.
- A two-week skin programme with second free evaluation.

DermaDio Anti-ageing Makeup Clinic

Similar to a DermaDio Skin Clinic, makeup clinics provide bespoke treatment makeup products designed and produced for clients.



women in business

Always evolving

SUE HALL JOINED CRAFT COMPANY STAMPIN' UP! UK WHEN SHE WAS RECOVERING FROM TWO CAR ACCIDENTS THAT PREVENTED HER FROM WORKING FULL-TIME. SHE EXPLAINS HOW DIRECT SELLING GAVE HER THE CONFIDENCE TO OVERCOME THESE LIFE CHANGING EVENTS

I discovered direct selling in 2010, after receiving an invitation from my best friend Gill who was hosting a Stampin' Up! party. I quickly discovered it was something I could do with my injuries and in that sense it was a real morale booster. This played a big part in my decision to become a Stampin' Up! demonstrator in 2011.

Once I became a demonstrator, I started running small-scale crafting classes, largely at the request of friends and also because I enjoyed crafting. From my experience as a direct seller, I have found having a passion for a product is a key source of motivation. I believe enthusiasm will always drive the selling process. The independence and flexibility that goes with direct selling means you have to be self-motivated and this should follow naturally if you are selling a product you believe in.

APPREHENSIVE

When I took the decision to become a direct seller and run crafting classes, initially I was apprehensive. I had been medically retired for so long I had lost my self-confidence, but I had nothing to lose, so I gave it a go. The classes grew from there and I now have attendees that range in age from 20 to 86.

A great thing about the classes is that I get to meet people from all walks of life, including professionals, full-time mums and even members of the Women's Institute. I now run three monthly classes from beginner to experienced level. I've found direct selling is a business model that thrives on social interaction. Sales are typically conducted face-to-face, with products demonstrated to an individual or a group, so it's a lovely way to meet new people.



Another advantage of being a direct seller is the flexibility it offers, as goods are sold outside a fixed retail environment. You can make the business as big or small as you want, so what you get out of it depends on how much you want to put in. The support from the demonstrator community is also fantastic. If you're looking for inspiration or ideas for your next crafting class, you can always go to your fellow demonstrators for advice.

I have recruited six demonstrators to my team and we have regular team meetings to review their progress. Having the opportunity to inspire and offer guidance to others has enriched my direct selling experience. Many direct sellers find that a business plan, with key goals and milestones, is an effective way of staying on track.

EXTENSION

My role as a direct seller is always evolving. Initially it was an extension of my interest in crafting, but



Sue Hall: "I have grown as a person"

as the business has grown it has become a mixture of a job and hobby. I'm trying to reach a happy medium, where I have spare time to enjoy crafting for leisure, as well as running the business side of things. Moving forward, I would like to offer virtual workshops and video tutorials in order to complement my face-to-face interactions like parties and classes. I find I set myself little targets on a regular basis, rather than just one big one.

Without direct selling, I wouldn't be the person I am today. I have grown as a person alongside the business, thanks to the support of my husband, two children and best friend Gill. Essentially, it has given me a focus and helped to take my mind off my injuries.

As a business model, direct selling helps you discover your personal qualities. I have something to give to people and I get so much back from it. To see the expression on my class attendees' faces when they're making their cards and seeing the end product of their efforts is something I take pride in. **MM**

FOR MORE INFORMATION

■ Visit www.stampinup.co.uk.
Twitter: @stampinupuk.

FREE INFO NO: 6354



women in business



Furthering her career

NICOLA KEITH-JOPP, FRANCHISE OWNER OF RUSH REIGATE, HAS RISEN THROUGH THE RANKS TO BECOME THE HAIRDRESSERS' CURRENT FRANCHISEE OF THE YEAR

Nicola Keith-Jopp left school to study fashion styling at the London College of Fashion. It was an intensive course that covered hair and make-up, as well as business, but she immediately fell in love with hairdressing.

After graduating, Nicola began training to become a hair stylist, working in a salon until she became fully qualified at the age of 18.

EXCELLENCE

"At this point I had seen Rush salons opening in London and being successful because of their reputation for excellence and providing the best in training and education," Nicola explains. "So I joined the company to further my career. I worked my way up through the business, eventually becoming the top stylist in the salon I worked in. But for me this wasn't enough - I dreamt of owning my own business."

"To gain more experience, I worked as part of the Rush workshop team, assisting the renowned Rush artistic team at shows and seminars all over the UK. After six months I decided to return to the salon, as I missed the atmosphere and working with my clients. By this time I was working three days a week in a salon and two days in the Rush Advanced Academy, working alongside the artistic team and educating young upcoming stylists."

In 2009 Nicola decided she needed a new challenge. "While I loved my job, I wanted to pursue a different aspect of the business," she says. "It was then I decided the next step was to open my own Rush Hair salon."

"At this point co-founder and creative director Stell Andrew approached me with the idea of

running my own franchise in Reigate. After doing my research, I decided I was ready to take on the challenge. I spent every day I had getting to grips with the Reigate area and getting to know my potential competitors. I'd watched Rush grow for over 16 years and believed in the brand and how successful a new salon could be."

According to Nicola, Reigate was the perfect area for Rush to expand into: "It was an affluent area with a good high street. I had a meeting with Rush founders Stell Andrew and Andy Phouli to discuss everything from location to recruitment and all of the legalities of owning your own franchise."

"Stell and Andy were great throughout my journey as a new franchisee. They were very supportive and always there if I needed to talk anything through with them."

"The salon got off to a hugely successful start - it was busy as I approached the opening week. Very quickly my Rush salon became the busiest salon in Reigate and since then we have gone from strength to strength. Thanks to my hardworking and committed team, we have continuously grown year on year."

ACHIEVEMENT

At this year's Rush Oscars, the company's annual in-house awards scheme, Nicola was voted franchisee of the year.

"It's a huge achievement for me, both personally and professionally," she says. "It proved I was doing things right."

What advice would she give to someone considering becoming a franchisee? "Make sure you're opening in a good location and do your research into the competition," Nicola says.



"It's important you have an excellent team to work with. Everyone needs to be committed to the same goal of making the business a success. The team at Rush head office helped me recruit the best possible team, who I now couldn't live without." **MM**

FOR MORE INFORMATION

■ Call **020 8241 2086** or email franchising@rush.co.uk

FREE INFO NO: 4761

women in business

Beyond beautiful

PHOTOGRAPHY FOR LITTLE PEOPLE SPECIALISES IN TAKING IMPRESSIONS OF CHILDREN'S HANDS AND FEET, AS WELL AS MATERNITY, NEWBORN AND FAMILY PHOTOGRAPHY

Photography for Little People was founded by mother and daughter team Jan Massey and Melanie Kemp.

It specialises in taking impressions of children's hands and feet, as well as maternity, newborn and family photography. The youngest baby to have had their impressions taken was a baby just six hours old.

HIGH PROFILE

The company quickly grew from renting a barrow in Gateshead's MetroCentre shopping complex, to taking over a high profile unit there and has since photographed thousands of children.

In 2007 Jan and Melanie were named North East Entrepreneur Woman in Retail and spurred on by the popularity of the service, they took the decision to franchise the company.

All franchisees are trained to a high standard, which is reflected in their images and bespoke pieces. Melanie trains new members of the company and continues to work behind the



camera, while Jan focuses on the marketing and recruitment sides of the business.

Photography for Little People has 20 franchisees throughout the UK and has expanded into Hong Kong and Singapore.

Hong Kong master franchisor Hinky Tsang says: "Photography for Little People is beyond beautiful. The training we received was as close to a real operation as possible, yet never missed the essence of it all - the joy."

"Having the UK franchisor in Hong Kong to help out with our launch jump-started the business in no time." **MM**

FOR MORE INFORMATION

■ Call **0800 622 6008**, email **Jan@photographyforlittlepeople.com** or visit **www.photographyforlittlepeoplefranchise.com**.

FREE INFO NO: 4914

New micro franchises from Surecare

WORK CLOSER TO HOME PROVIDING HOME AND CHILD CARE SERVICES

The UK's first care micro franchise has opened for business in York - Yan Huang set up the SureCare Local business to provide home and child care services.

Home services are intended to assist the elderly in remaining independent in their own home and include DIY, gardening, cooking and cleaning, housekeeping, picking up prescriptions and shopping. Child care services will initially include babysitting and the provision of mobile crèches at weddings and other events.

SureCare is the first company in the UK to launch micro franchises, which typically cover smaller areas than traditional franchises, ensuring they are more community focused. They have received considerable interest since SureCare launched the concept earlier this year.

"The huge interest in SureCare Local is being fuelled partly by the continuing cutbacks in local authority services, with many council care managers being made redundant or



simply growing disenchanted with their working environment," SureCare managing director Gary Farrer says.

"Many of these people are perfect candidates to become franchisees. They have management experience, sufficient funds to invest in a micro franchise, know their local area well and already have a strong network. Add to this the desire to become their own boss and make a difference within their community, and you have the ideal franchisee profile." **MM**

WHAT YOU NEED TO KNOW

Investment level: From £8,995.

What you get: full training; ongoing support from an experienced head office team, who are able to advise on areas such as sales, marketing, finance, human resources and operations.

FREE INFO NO: 4949

women in business



Community spirit

DONNA WILSON EXPLAINS WHY SHE INVESTED IN AN ABLEWORLD FRANCHISE AND WHAT IT'S LIKE TO BE A FEMALE BUSINESS OWNER

When Ableworld, the retail mobility franchise, is recruiting it looks to see if a prospective franchisee has certain qualities it believes will help them to be successful.

Most franchisors have a similar recruitment process and look for candidates who are hardworking, conscientious, motivated and possess good communication skills. But there is one additional quality Ableworld looks for - the ability to demonstrate empathy.

As a franchise that deals with elderly and potentially vulnerable customers, the importance of empathy cannot be overstated. It's a quality both men and women have and while it's possible to

learn how to be more empathic, there have been several studies that show women in general have higher levels of natural empathy than men.

There are three kinds of empathy: Psychology Today looks at cognitive "cognitive (being able to know how the other person sees

needs and relationship building, which are all key to satisfying the customer and having a successful retail mobility business.

Over 50 per cent of Ableworld staff are female and nearly all franchises have at least one woman owner or co-owner. Typical of the new wave of women in franchising is Donna Wilson, Ableworld's franchisee in Newark. We spoke to Donna to find out her views on women in franchising and her experience of being a franchisee.

TELL US ABOUT YOUR BACKGROUND

My background has been mainly in custodial management in the civil service, retail and hospitality retail management. I have a BSc degree that will be conferred this year - one that I've been studying for since 1993.

WHY DID YOU PURCHASE AN ABLEWORLD FRANCHISE?

I invested in an Ableworld franchise because of their ethical values and no-pressure sales approach. My personal experience of being mother to a special needs child gave me a great insight into what practical support was and is lacking. As an end service user, I know how important Ableworld is for the community.

The products we sell aren't easy to get hold of by other means. Or when they are, they are very expensive. Why should vulnerable people in society

"Over 50 per cent of Ableworld staff are female and nearly all franchises have at least one woman owner or co-owner"

things); emotional (feeling what the other person feels); and empathic concern or sympathy (being ready to help someone in need). All of these are important, especially in the mobility business.

Of course, empathy alone will not guarantee success. You need other qualities as well, but empathy helps with rapport building, assessment of



pay high prices for products they desperately need? Ableworld are set to change that and I'm all for it.

HOW DID YOU FIND THE TRAINING?

The training was very thorough and covered the till system, stairlift awareness training, customer services, accounts, marketing and product training. It was a lot of information to take in, but it does make sense the more time you spend in-store.

DESCRIBE YOUR EXPERIENCE SINCE YOU JOINED THE ABLEWORLD NETWORK

I've met and had the privilege of helping people with many needs and disabilities. Some of my customers are very poorly, so giving them a little comfort and better quality of life is very rewarding.

HOW HAVE YOU STAFFED YOUR STORE?

I have two full-time assistant managers and a full-time engineer.

WHAT HAS BEEN THE HIGHLIGHT SINCE YOU STARTED?

Winning Franchise of the Month in November 2014, a month after taking over the Newark franchise.

HOW DO YOU RATE THE SUPPORT YOU'VE RECEIVED FROM ABLEWORLD?

Everyone has been lovely and supportive. I've spoken to other franchise owners and they've been very encouraging. It's nice to get help and advice from others with more experience of running their franchise. Head office have been brilliant - you can pick up the phone and get help with any aspect of the franchise. Nothing is too much trouble and you can pick the brains of people with many years of experience.

WHAT ARE YOUR PLANS FOR THE FUTURE?

I plan to expand into Lincoln first and then to other surrounding cities. My long-term plan is to



offer specialist advice as a seating and positioning consultant. My larger stores will have dedicated specialist sections with consultation areas.

WHAT APPEALED TO YOU ABOUT THE ABLEWORLD FRANCHISE?

The majority of staff who work in the nursing and caring industry tend to be women. Ableworld works hand in hand with them. It helps if you have some caring experience, but it's not essential. Women are welcomed into the Ableworld family.

WHAT IF ANYTHING DO YOU FEEL GIVES YOU AN ADVANTAGE IN BUSINESS AS A WOMAN?

We're good at talking and that helps. I think it's more about being a warm person than being a woman, though. If you're passionate about what you do, it shows.

HAVE YOU ENCOUNTERED ANY SPECIFIC CHALLENGES BECAUSE YOU'RE A BUSINESSWOMAN?

The challenges have been learning how to write a business plan, obtain funding and learning the Sage software package when I had no experience of it. But this is why I joined a franchise - to get help and advice. I haven't had any challenges because I'm a woman.

WHAT WOULD YOU SAY TO WOMEN CONSIDERING FRANCHISING AS AN OPTION?

Go for it - only you can hold yourself back. Make sure you've done your homework and worked out the viability of the business in the short and long-term before you take it on. It's great working for yourself, you can grow your business and determine your own destiny. **MM**

BUOYANT MARKET

Founded in 2001, Ableworld offers goods and services via its network of retail mobility stores throughout the country, principally to the elderly and disabled members of the community.

The market for mobility equipment is buoyant and growing. There are currently 11 million people aged 65 and over in the UK, a figure that's set to rise by 50 per cent over the next 20 years. In addition, the number of people with a disability in the UK currently stands at 9.4 million, which is approximately 18 per cent of the population.

What do these numbers mean? To Ableworld and its network of franchisees, they represent the huge potential that exists in this fast growing sector. As the population ages and people live longer, the need for products to help with mobility or illness increases - products such as stairlifts, rise-and-recline chairs, mobility scooters and a host of smaller aids that help people live more comfortable and active lives.

An Ableworld franchise costs £29,950 (plus VAT). You'll need a further £45,000 to establish the business. Finance of up to 70 per cent is available.

FOR MORE INFORMATION

■ For a free information pack, email franchise@ableworld.co.uk.

FREE INFO NO: 4823



women in business

PPP's Power Women

HOW THREE OF PLATINUM PROPERTY PARTNERS' FEMALE FRANCHISEES SECURED THEIR FAMILIES' FINANCIAL FUTURES THROUGH BUY-TO-LET INVESTMENT

Property is no longer a man's world - these three women are living proof of that. Despite having different motivations for getting into the property market, they all have one thing in common - they have each successfully built their own specialist buy-to-let business that gives them a lifelong income by joining Platinum Property Partners, the most successful property investment franchise.

I REPLACED MY SALARY IN FOUR YEARS - CATHY COLSTON, BATH

"It was 2005 when I first dipped my toe into the buy-to-let water. My sister and I inherited a commercial property in Cardiff. We were both working full-time and decided to take on the big project of converting it into three one-bedroom flats. Luckily for us it went pretty well, despite being what you might call 'accidental landlords' - they were let immediately after the first viewings.

"However, it wasn't until four years ago that I looked at property investing as a route to financial freedom. I'd worked for Boots for 22 years, most recently as Head of the Pharmacy Division, commuting weekly to Nottingham from where I lived in Bath. I decided I wanted to improve my work/life balance and so I left my job and focused on my passion for property.

"This is when one of my mentors recommended I join PPP. After intense due diligence, I realised that this was a company that would help me take my buy-to-let business to the next level. PPP gave me a structured support system and robust investment model that would enable me to maximise my returns. I changed my investment location, moved from student Houses of Multiple Occupation [HMOs] into professional HMOs and started to build a portfolio of properties much faster than I would have done on my own.

"PPP has changed my life. Not only do I now have a tried a tested formula to follow that has helped me to replace my salary, but I've been able to develop personally with PPP. In a world where finding the right people to do business with is very difficult, I have the support and guidance of a great team of people I can trust."



Cathy Colston: "PPP has changed my life"





PLATINUM PROPERTY PARTNERS

■ Find out how you can start your own business that will give you more freedom now and financial security in the future by downloading a free copy of PPP Founder Steve Bolton's book 'Successful property investing: How to earn £50,000 to £150,000 in two to five years'.

■ For more information call **01202 902128** or visit **www.platinumpropertypartners.co.uk/mm**.

FREE INFO NO: 4673

I WENT FROM HOUSEWIFE TO HMO LANDLORD OF THE YEAR - GERTIE OWEN, LONDON

"In 2010, I found myself in a situation where my eldest daughter was about to go to university and my youngest was busy with her A-levels. After being a housewife for 23 years, I was feeling very redundant and maybe even suffering from 'empty-nest syndrome'. I really didn't see what my future held.

"When I found PPP, it was the challenge I'd been looking for. I had absolutely no experience in any kind of property investment and I was looking for the best to teach me. I had so much to learn. PPP not only provided me with unrivalled training, support and guidance whenever I needed it, but also taught me everything I needed to know about being a great landlord and how to run a great business.

"Since joining three and a half years ago, I have exceeded my financial goal, which was to have a portfolio worth around £2 million and a net income of £100,000 a year after all costs. And I was delighted to be awarded the accolade of HMO Landlord of the Year in 2013.

"My life has changed tremendously. I never have a boring day like I used to have and while the past three years have been very busy, I'm now reaping all the benefits of my hard work. I've also found that I've become a good role model for my children. They've seen how hard I've worked and the journey that I've been through and are very proud of me.

"If someone like me, with little knowledge or confidence, can be successful working in Partnership with PPP, then I'm absolutely certain other people can do the same."



Gertie Owen: HMO Landlord of the Year 2013

I CAN NOW BE A GOOD MUM AND A CAREER WOMAN - AMANDA STATON, HOUNSLOW



"Becoming a mum for the first time made me realise I wanted a job that would fit in with my family life. I left my career in consumer sales for a large cosmetics company behind me and spent a year hectically juggling consultancy work with my family life.

"When Tom came along two years after Meghan, I knew I couldn't be the kind of hands-on mum I wanted to be while working long hours and commuting to and from the office - this option just never sat comfortably with me. But I still wanted to work in some way and contribute to the family's income, so I needed to find a business opportunity that would fit around the children and our lifestyle.

"My husband Simon and I literally stumbled on PPP at a franchise show in Birmingham, where we were just hoping to get some ideas. We didn't know what we wanted to do and had actually been considering starting a nursery. But when we saw PPP Founder Steve Bolton's presentation, we became really excited. All the way home we couldn't stop talking about it - the key thing for me was that it allowed me to earn a good income while spending time with the children. What's more, the properties would be ours and would mean we were building a solid legacy for the children.

"I joined in 2012 and haven't looked back. I have three highly profitable properties up and running and a fourth in development. Don't get me wrong, it's not always plain sailing. I work approximately three days a week and sometimes even take the children with me to viewings or meetings with builders when a new property is refurbished - they love seeing their mum working.

"Being my own boss gives me the freedom to work the hours I choose, which is great for family life. I would never have that kind of flexibility working for someone else.

"The best thing about joining PPP has been the fantastic support network. It's great to bounce ideas off each other or seek advice when you're not sure if something is going right - it's also good to just be able to chat to other like-minded adults rather than builders or babies.

"My long-term plan is to build a portfolio that will generate enough income to provide for the children's education whilst maintaining the same lifestyle. Simon is also hoping to retire early. We've considered investing in the North and I was even filmed for Channel 4's Dispatches programme, 'The British Property Boom', which aired in December 2014."

women in business

Not all gyms are created equal

AFTER TWO YEARS OF DETAILED RESEARCH AND PREPARATION,
JETTS UK IS SET TO OPEN CLUBS IN 2015

When Jetts opened its first club on Australia's Gold Coast in 2007, the company wanted to create a gym that stood for something much more than just a box full of equipment. Jetts is a family owned company founded in Australia on the belief members should have the freedom to workout on their terms. So a gym was created with no lock-in contracts, that's open 24/7, has low fees and features equipment needed to get results.

Today Jetts is an award winning 24/7 fitness network with 250-plus clubs and over 250,000 members in Australia, New Zealand, Holland and the UK. After two years of detailed research and preparation, Jetts UK is set to open clubs in 2015 as it starts to expand into one of the most respected fitness brands in the country.

RESPONSE

"The response to Jetts opening its doors to new franchisees in the UK in late 2014 has been exceptional and we are on track for the start of a successful UK journey," Adrian McFedries, executive director at Jetts Group, says.

Jetts is seeking investors for two different opportunities that start from a cash investment of £110,000 (plus VAT):

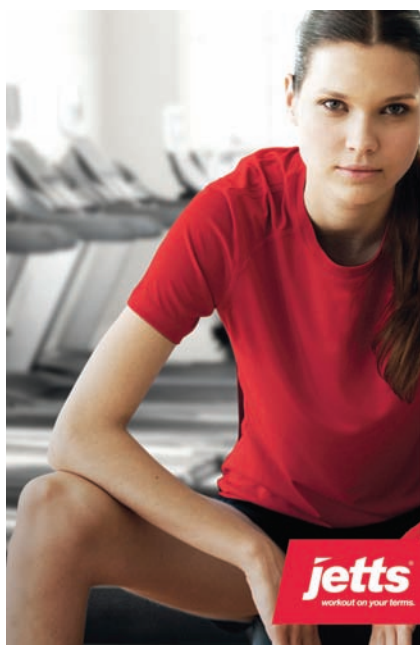
- Area Development investment, giving the rights to establish 30-50 clubs in a region.
- Club franchise investment, with a view to becoming a multi-club owner.

Jetts has invested millions in developing an international infrastructure and a significant advantage is that club owners work directly with the company's local UK executives from Jetts' parent company, giving them access to its considerable depth of infrastructure, systems, know-how and people.

The company's clubs have been designed with the member experience and safety as the centre of their focus. Jetts custom designs each club to ensure an outstanding member experience. Being a multi-year winner of the 5 Star Canstar Blue rating for best customer service award for gyms is testament to its service culture.

Jetts' clubs have staffed access for around 40 hours per week. Outside of these times members gain access into a safe, secure club via a personal access pass. The clubs are monitored 24/7 by local security control rooms, with direct camera access and recording in all clubs to create the safest environment in the industry. Despite popular misconceptions, members can use all features of the facility whether it is 2pm or 2am.

This is a semi-passive investment for business owners, as it requires only 5-10 hours per week



"Jetts' clubs have staffed access for around 40 hours per week"



working on the business, meaning most owners are maintaining their full-time jobs while growing their investment.

Jetts is committed to a steady, consistent approach to growth founded on the philosophy of having the best quality and most profitable locations. The company is consistently rated in the top few fastest growing franchises and companies in Australia.

INTERNATIONAL

Jetts entered the competitive New Zealand market as its first international step in 2010 and opened 50 profitable clubs in three years. It currently has 60 clubs up and running. Jetts' next move was to enter Europe via the Netherlands, opening its first club in November 2013.

The company has moved top executives from its support office in Australia to ensure it could listen directly to members about how Jetts was suited to local market conditions. After a patient 24 months of listening and watching, it is set for UK and European expansion.

Jetts has generated excellent return on investment for club owners in every country it has entered. Opening a club every nine days for seven years tells the story about the depth of infrastructure and its team. **MM**

KEY FEATURES OF JETTS' SUCCESS

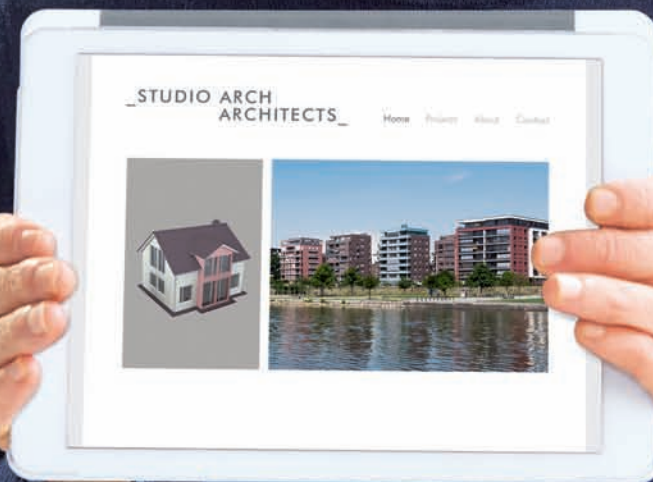
- Proven business model, with return on investment of over 25 per cent.
- No fitness experience required (mostly white collar owners).
- Recession proof business.
- Convenient - locations just minutes from home or work.
- Open 24/7, low fees and no lock-in contracts.
- Simple low cost fit out.
- Low staffing requirement (only one full-time team member).
- Over 90 per cent of income paid automatically in advance.
- Average break even in three-six months.
- Owner keeps their day job while working an average of 5-10 hours per week on Jetts.

FOR MORE INFORMATION

- Call +44 (0) 746 919 0492 or visit www.jetts.co.uk

FREE INFO NO: 4984

DOMAINS | WEBSITES | eSHOPS | ONLINE MARKETING



**1&1 MY WEBSITE
TRY NOW!***

CREATE YOUR OWN SUCCESSFUL

WEBSITE

Take your success into your own hands. Increase your visibility on search engines and win new projects.

- ✓ Quick and easy
- ✓ For all business sectors
- ✓ Domain included
- ✓ Optimised for Google



☎ 0800 171 2631



* 1&1 MyWebsite 30 day trial. If your package is not cancelled within the first 30 days, you will be charged in accordance with your agreed billing cycle. Visit www.1and1.co.uk for full product details, terms and conditions.

1and1.co.uk

FREE INFO NO: 6325

FranFinder

www.makingmoney.co.uk

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL	
BUSINESS & PROFESSIONAL SERVICES			
4342	ActionCoach	£41,000	
4358	Antal International Network	£50,000	
4824	Assist with solutions	£22,950	
4002	Auditel (UK) Ltd	£37,950	
4005	Big Fish	AOR	
4891	Brilliant at bookkeeping		
4902	Business Doctors		
4006	Business Partnership (The)	AOR	
4638	Certax Accounting	Circa £30,000	
4929	Cherry Pick	£5,000	
4848	Clark James	AOR	
4767	Cloud Bookkeeping	£9,900 plus vat	
4007	CNA International	£30,000	
4586	Computer Troubleshooters	AOR	
4762	County Homesearch	£35,000-125,000	
4014	Driver Hire	Min £35,000	
4771	Drivers Direct Recruitment Agency	AOR	
4731	Moneysave Solutions	£24,995 + VAT	
4866	Energy Guardian		
4019	Expense Reduction Analysts	£39,900	
4857	Flower Genie	£8,500 - £30,000 (includes stock)	
4931	Green Square		
4958	Independent Executives		
4765	Interface Financial Group	£70,000+	
4717	IRT Surveys	£30,000	
4693	Just Jobs Network	£10,000	
4326	Leadership Management International (UK) Ltd	AOR	
4844	Local People	AOR	
4269	Mail Boxes Etc	£60,000 (Approx)	
4832	MatchPoint	£15,000 minimum	
4027	MRI Worldwide Ltd	AOR	
4859	Organic Digital	£12,500	
4714	Personal Career Management	£25,000+	
4029	Pitman Training	£22,500 minimum franchise fee	
5000	Plan Ahead Systems		
4673	Platinum Property Partners	AOR	
4933	Prima Ardelle		
4745	Quintadena	£10,000	
4970	Red Flag Alert		
4990	Renue Systems		
4720	Rosemary Bookkeeping Ltd	£16,970	
4590	Sandler Training	AOR	
4038	Signs Express Ltd	£62,000 + working capital (£35,000 liquid capital required)	
4809	Squidgy Pig		
4818	Suit the City	£19,950	
4040	TaxAssist Accountants	£34,950+VAT	
4776	The Alternative Board	AOR	
4229	The Sales Recruitment Network	AOR	
4495	thebestof.co.uk	AOR	
4044	Travail Employment Group	£12,000+VAT plus working capital	
4766	Two Men and a Truck®	£50,000 - £100,000	
4556	Venture Photography	AOR	

FOR MORE INFORMATION ON ANY OF THE COMPANIES LISTED IN THIS SECTION VISIT WWW.MAKINGMONEY.CO.UK AND CLICK ON 'LOOKING FOR A FRANCHISE'. THEN SELECT THE CATEGORY(IES) YOU ARE INTERESTED IN AND FIND THE COMPANIES YOU WISH TO KNOW MORE ABOUT.

BUSINESS TYPE

Business coaches
Global executive recruitment franchise
Business support to SME business owners
Cost management consultancy
Printer specialist

Business transfer agency
Accountancy practice franchise
Exclusive Private Introduction Agency

Home based business with great growth potential
Executive recruitment

Relocation and property specialists
Specialist driver recruitment agency
Driver recruitment agency
Licensed debt solutions

Cost, purchase and supplier management
Run from home business

Invoice discounting franchise
Europe's largest infra red building surveyors
Low overheads, repeat business
Business performance improvement, through people

Print/Copy delivery & business solutions
Free DVD to find the right franchise for you
Global recruitment
Web design & digital marketing franchise
Outplacement and career management
Leading IT and business skills training provider

Property investing franchise

World no1 Quotewerks distributor for 3 years.

Bookkeeping franchise
Sales training

Sign & graphics design, manufacturing

Suit the City is expanding in the UK
Small business tax & accountancy services

Sales recruitment
Local sites for local people
Multi discipline temporary & permanent recruitment
Movers who care®
Market leading premium portrait photography franchise

THE WORLD OF FRANCHISING

MAKING MONEY'S FRANFINDER PROVIDES EVERYTHING YOU NEED TO KNOW ABOUT THE FRANCHISING INDUSTRY IN A USER-FRIENDLY 16-PAGE REFERENCE GUIDE DESIGNED TO HELP YOU FIND THE PERFECT FRANCHISING OPPORTUNITY

Franchising is one of the most successful routes to owning your own business. Statistics confirm that the failure rate in franchising is 2.1 per cent against over 80 per cent for stand-alone start-ups.

However, franchisors are highly selective when appointing franchisees who, as owner operators, will be responsible for maintaining the franchisor's image and standards of service.

Franchisors will always appoint applicants with the drive, discipline and ambition to succeed through a formal but tried-and-tested business plan.

Franchise opportunity providers include household-name organisations such as McDonalds Restaurants, Kall Kwik, Vision Express, Pronuptia and Unigate Dairies.

Over the following 16 pages you'll find a comprehensive franchise listing – with initial investment levels – and a series of articles designed to provide you with up-to-date information on everything you need to know about the franchising industry.

FUNDING

Around 60 per cent of all new franchisees borrow to start their businesses. Typically, if you have £30,000 capital to invest, a bank specialising in franchising will lend you a further £70,000 – raising your start-up capital available to £100,000.

USING FRANFINDER

All franchises are listed in their appropriate business categories and each has a unique reference number (4091, 4225 etc).

For more information on any of the companies listed in this section visit www.makingmoney.co.uk and click on 'Looking for a franchise'. Then select the category(ies) you are interested in and find the companies you wish to know more about.

FRANCHISE BUSINESS CATEGORIES

Franchising opportunities fall into 18 well-defined business sectors and the Making Money FranFinder is divided into these categories for your easy reference:

Business & Professional Services
Care & Elderly Services
Children
Cleaning
Commercial & Industrial
Communications
Delivery & Haulage
Food & Catering
Health & Beauty
High Street Retail
Homecare & Property Maintenance
Lettings & Property
Motoring Services
Pest Control
Petcare
Print & Promotional Services
Travel & Leisure
Vending

FRANCHISE FACTS

- The estimated annual turnover of the UK business format franchise sector is £13.7 billion.
- The UK franchise sector has enjoyed a 20 per cent growth rate since 2008, compared to a 2.5 per cent contraction in the overall economy during the same period.
- 930 franchise systems operate in the UK via 22,400 franchisees in a total of 39,000 locations.
- 92 per cent of franchisees say they are profitable.
- The average turnover of a franchise is £356,000, the second highest figure recorded (the highest is £360,000 in 2007).
- The failure rate among franchisees is 2.3 per cent.
- 84 per cent of franchisees say they have at least a satisfactory relationship with their franchisor.
- Recruiting suitable new franchisees is a franchisor's biggest barrier to growth in the UK.
- It's estimated a total of 561,000 people are directly employed in the franchise sector.

Source: 2013 NatWest/British Franchise Association franchise survey.

WEBSITES TO VISIT

Making Money
www.makingmoney.co.uk

British Franchise Association
www.thebfa.org

National Franchise Week
www.nationalfranchiseweek.co.uk

franchising



Build your own Executive Search business with CNA International, part of the Pertemps Network Group

Becoming a Senior Partner with us includes:

- A chance to leverage your skills, motivation and contacts
- Full training and ongoing support
- Choose your own sector, with exclusivity
- Retain up to 87.5% of your billing
- Own 100% of your sector-specific business
- Free membership to the Institute of Recruiters
- Work from home or an office space
- Opportunity to expand your business with no limitations
- Build a business to sell
- Average owner operators generate £100k in net profits
- Invoice factoring included
- Use of the leading Pertemps Network Group business systems and a CRM system

We also offer a special package for experienced recruiters and Master Franchises are available Worldwide

For more details please contact Director Nick Sprang on

+44 (0)1676 822 222

or email Nick.Sprang@cna-international.com



dennis & turnbull
chartered accountants
& strategic advisors

accounts & audit tax compliance tax planning management accounts
business plans payroll & hr financial planning business consultancy



Trusted by 85 leading franchise networks



01793 741 600 office@dennisandturnbull.com www.dennisandturnbull.com

FREE INFO NO: 4007

FREE INFO NO: 4923

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4627	www.citylocal.co.uk	£3,000 - £15,000
4464	X-Press Legal Services	Liquid Capital £12,000 Total Investment £40,000
4936	Your Plumber	

CARE & ELDERLY SERVICES

4175	Abacus Care	
4744	Access Care	
4862	Avail	£20,000
4467	Bluebird Care	Min £25,000
5003	Brightstar Care	
4446	Caremark	AOR
4282	Carewatch Care Services Ltd	AOR
4988	Eirsen Health Care	£69,500
4836	Extra Help	£12,000
4928	Heritage Healthcare	£19,995
4585	Home Instead	AOR
4841	KarePlus	
4565	Motivation & Co	AOR
4400	Pauline May Ltd	£25,000
4821	Right at Home	£100,000
4987	Senior Helpers	
4947	Senior Shop	
4949	Surecare	£7,000

CHILDREN

4945	A Star Sports	£12,500
4909	Apex360	
4588	Baby Sensory	£6,000
4393	Babyprints	AOR
4829	Clive's Easylearn	
4469	ComputerXplorers	£29,500 + VAT
4817	Creation Station	
4736	Dancing Tots	£7,000
4852	Diddi Dance	£6,400
4530	Fitkid	AOR
4920	Footy Bugs	
4449	Go-Kart party	£10,000
4361	Gymboree Play UK	AOR
4769	Helen Doron Educational Group	AOR
4534	Helen O'Grady Drama Schools	AOR
4201	Jo Jingles Ltd	AOR
4789	Jumping Clay UK & Ireland	From £7,000+vat
4881	Kids Bee Happy	£2,495
4204	Kumon Educational UK	AOR
4937	Kung Fu Schools	£10,995
4596	Leaps and Bounds	AOR
4363	Little Impressions	From £4,875 + Vat
4861	Little Angels	£6,750
4609	MAD Academy	£7,000
4957	Magikats	
4691	Monkey Music Ltd	£10,500 + vat
4548	Monkey Puzzle	£30,000
4611	Popstars Academy Ltd	AOR
4781	Pauline Quirke Academy	£15,000
4694	Premier Sport	AOR
4712	Progressive Sports	£9,950
4577	Razzamataz Theatre Schools Ltd	£10-15,000
5002	Skyzone	
4919	Spanish Amigos	
4679	Tatty Bumpkin Ltd	AOR
4535	The Little Gym	AOR
4882	Tigerlily Childcare	
4911	Tinies Childcare	
4232	Tumble Tots (UK) Ltd	AOR
4904	Tutor Doctor	
4951	Window To The Womb	
4603	YogaBugs	AOR

BUSINESS TYPE

CityLocal is run by local people...

Home office B2B white collar consultancy franchise

Homecare and nursing agency

Award winning care and nursing services
Provider of care at home services

Care services
Personal/social care providers

Home help services management franchise
Excellent franchise opportunity available
Senior care in the home

Physical motivation for the elderly
Clothing for the elderly
Quality home care services for adults and seniors

Fantastic franchise opportunities/proven returns

Multi-sports for children aged 2-10 yrs

Baby classes
Impressions and solid castings from birth

Technology education for children

Fun energetic classes for preschool children
Join diddi dance to Get Children Moving

Join the UK's largest go kart company
Baby and pre-school children's activity programmes
Education programmes coming to the UK
Drama schools
Pre-school music/singing class
Global franchise for a revolutionary clay product.
The fabulous and fun sand art franchise
After-school maths
Help children's confidence soar
Physical skills for nursery children
Cast of baby and infant hands and feet
Pre-school childrens photography franchise
Music and dance classes for pre-school children

The premium brand in pre-school music sector
Day nurseries
Popstar parties & street dance classes

Leading sports coaching company in the UK
The UK's No.1 sports franchise
The Dragons Den theatre school

Multi-sensory, music & movement classes
Childrens developmental gyms

Children's play programme
Children

Children's yoga

Right **move**

CHIPSAWAY FRANCHISEE ALISTAIR HOY
HAS HIS SIGHTS SET ON THE BIG TIME



A great deal can happen in a year, as ChipsAway franchisee Alistair Hoy can testify.

Ali opened a ChipsAway CarCare Centre (a fixed-base workshop) only six months after his initial business launch as a 'man and a van' operation, in line with his original business plan.

DEMAND

Subsequently, he took on his first employee to help cope with escalating demand, then when he hit £10,000 per month turnover, Ali decided to take on a second employee - and all this before reaching his first year milestone.

"I had big plans for my ChipsAway business from the start," Ali confirms. "Now there are four of us in the team, the next step is to increase turnover to £1,000 per day on a consistent basis."

ChipsAway is the UK's leading automotive paintwork repair specialist, with a nationwide network of around 300 technicians providing high quality on-the-spot repairs to minor damage such as paintwork scratches, bumper scuffs and kerbed alloy wheels. Repairs are completed within a matter of hours and at a fraction of the cost of traditional body shop repair methods.

With 35 million cars on the road and over 24 million repair opportunities each year, ChipsAway

estimate that they currently only deal with three per cent of market demand.

Ali is just about to exchange on a premises over double the size of his existing one, which will allow him and his team to process cars even more efficiently.

He confirms that his decision to join ChipsAway was definitely the right move: "A successful business doesn't just happen when you buy a franchise. You have to have passion for what you do, be prepared to work at it and believe in yourself. You also need a committed franchisor with a vision for the brand."

"The ChipsAway management team is close to its franchisees and understands what we need. Brand awareness is growing fast and so is market share - it's a truly exciting time to be part of the ChipsAway success story." **MM**

FOR MORE INFORMATION

■ Call **0800 980 5422**.

Alternatively, email uk@chipsaway.co.uk
or visit www.chipsaway.co.uk.

FREE INFO NO: 4243

franchising

looking for something different?

Have you ever considered the idea of running your own skin consultation business?

Introducing the UK's first exclusive mobile Skin Clinics. The only business that travels where you do and works for your clients to provide them with a unique service, incorporating bespoke products, skin consultations, lifestyle and diet evaluations including bespoke skincare blending. Includes options for women's skin, natural makeup and mum and baby skin clinics.

dermadio®
mobile skin clinics
SKIN CONSULTATION AND DIAGNOSTICS

www.dermadio.com
NATURAL ORGANIC SKINCARE

FREE INFO NO: 4996



funky pre-school dance classes for girls and boys

Low cost franchise opportunities available today!

Wanting to run your own flexible business that has many rewarding opportunities? Then why not try a diddi dance Franchise!

A diddi dance Franchise can offer you:

- An exclusive territory to run your own diddi dance business
- the chance to teach diddi dance to pre-school children
- a flexible business that fits in with your family/lifestyle

So if you love interacting with children & dancing, are hard-working and determined then we would love to hear from you.



Why not join our mission to get children moving!

For more information visit our website and speak to diddi dance today!

www.diddidance.com

FREE INFO NO: 4852

READER ENQUIRY NUMBER

FRANCHISOR

INVESTMENT LEVEL

CLEANING

4409	Belle Casa	AOR
4807	Betterclean	
4830	CarpetKare	
4046	Chem-Dry	AOR
4047	Chemex	£10,000
4811	Clearbrew	£10,000 plus VAT
4455	Countrywide Floorcare	under £10,000
4569	Daily Poppins	AOR
4856	Diamond Home Support	£1,295
4839	Dollychar	£7,995
4812	Domestique	
4048	Dublcheck	AOR
4050	Ecocleen	
4971	Envirogroup	£29,500 + VAT
4056	Jani-King (GB) Ltd	AOR
4412	Maid2Clean	£9,999
4892	Maid In Your Place	
4574	Merry Maids	£16,560
4059	Minster Services Group UK	£28,225+ VAT plus £40-£60,00 Working Capital
4060	Molly Maid UK	£16,975 (ex VAT) plus £12,000 working capital
4650	Nationwide Cleaners	£7,999 No VAT
4941	Neilsen Chemicals	
4061	NIC Services Group Ltd	£20,000 - £200,000+
4404	Ovenclean	AOR
4062	Ovenu Franchising Limited	£12,950 nett
4063	Rainbow International	£20,000
4064	Safeclean	From £17,350
4310	ServiceMaster	£23,650 - £27,750
4801	TCS	
4355	Time For You	AOR
4917	Total Clean	
4908	UK Domestic Cleaning	£6995+Vat
4074	VIP Bin Cleaning Ltd	Min. personal investment £10,000 - minimum total investment £24,000
4552	Well Polished	AOR

COMMERCIAL & INDUSTRIAL

4965	Castle and Pryor	£17,500
4021	FiltaFry	AOR
4967	MACC UK Ltd	£30,000
4215	Pirtek (UK) Ltd	AOR

COMMUNICATIONS

4713	Telco in a Box	AOR
------	----------------	-----

DELIVERY & HAULAGE

4635	BMI Hose	AOR
4606	CargoCall	AOR
4950	Diamond Logistics	
4562	Distribution Unlimited	£22,000
4081	Fastway Couriers Ltd	AOR
4459	Interlink Express	AOR
4913	Local Letterbox	
4632	Pack and Send	Around £100,000
4086	Sameday UK	£10,000 - £30,000

BUSINESS TYPE

Domestic cleaning services

Carpet cleaning/restoration

Commercial cleaning and hygiene products

contact us for our no nonsense information pack

Carpet, hard floor and soft furnishing cleaning

Domestic cleaning

Cleaning and care management franchise

Highly profitable home based cleaning franchise

Commercial cleaning

Commercial cleaning

Management franchise - domestic sector

Professional domestic cleaning franchise

Office and commercial cleaning

Professional domestic cleaning

Money back guarantee, home-based, flexible hours

Cleaning franchise opportunity

Oven cleaning

Domestic oven cleaning

Restoration and specialist commercial cleaning

Organic upholstery & carpet cleaning & protection

Professional carpet & upholstery cleaning

Domestic cleaning

Domestic cleaning management franchise

Commercial and domestic wheelie bin cleaning

Domestic cleaning

New Diamond drilling and cutting franchises for over 23 years

Equipment repair/maintenance

Innovative products created and sold to craftsmen

Rapid response on site hose replacement service

Run your own phone company

Emergency onsite hose replacement

International delivery

Targeted door to door distribution

Courier services

Parcel delivery

Specialist packing and shipping solution

Courier UK and Europe



Forward thinking

A-STAR SPORTS FRANCHISES PROVIDE HIGH QUALITY, MULTISPORTS COACHING FOR CHILDREN AGED 2-10

Research continually suggests that children are primarily motivated by pleasure, play and the sheer joy of movement, which is why fun is at the core of everything at A-Star Sports.

The award winning team offers forward thinking in a growing industry from brand partnerships with the likes of The Unbeatables - the children's multi-million dollar animated cinema release with a football theme - through to charities like Support through Sport UK, highlighting the power that sport has to change lives.

POSITIVE

Co-founder Sharon Bassett explains: "Providing more opportunities to experience physical activity and sport this way helps to cement positive associations that not only inspire children but also us grown-ups as well."

"Our franchisees share a genuine vision to make sport as fun and accessible as possible, which provides a distinctive way of developing confidence

and creativity in children and coaches through the delivery of a unique programme."

A-Star Sports franchises provide high quality, multisports coaching for children aged 2-10 through a variety of extracurricular classes, holiday clubs, parties and events. The company offers an opportunity to coach 10 core sports and more, promoting the all-round benefits of sport and a lifelong commitment to being active. With a proven business formula and professional training, current franchisees are already reaching out to thousands of children.

EXCLUSIVE

Franchisees enjoy their own exclusive, defined territory; a full training programme detailed in comprehensive business and coaching manuals; access to premium marketing materials; website management; social media; and ongoing strategic support from an experienced network, including an expert advisory panel with expertise in the national governing bodies of sports, education provision, child psychology and behaviour management and business development.

Brian Drouge, owner of two A-Star Sports franchises in and around Edinburgh, says: "A-Star Sports is a brilliant concept for the children and for me. Influencing their development on a weekly basis gives me a great buzz, job satisfaction and a very positive feeling about the work I do. I have a great pride in seeing children's skills and their love of sports grow." **MM**

FOR MORE INFORMATION

■ For more information call **0845 459 2210**, email **info@a-starsports.co.uk** or visit **www.a-starsports.co.uk**. Investment level: £12,500 (plus VAT).

FREE INFO NO: 4945



franchising

Leaflet Distribution Franchise Opportunity

Low Cost Start Up, Plus...

- ✓ Everything you need to start and operate the business.
- ✓ Full training and support in all aspects of the business.
- ✓ Unique Deliver-IT workflow software package.
- ✓ Regular customer enquiries.



Call or Visit us today for more information

08432 897 513
www.d2d-franchise.com

FREE INFO NO: 4964



Have you considered owning your own
premium coffee house?



Coffee is still one of the fastest growing business sectors in Britain.

Look no further - contact us now

call us
020 7251 5166

email us
franchise@esquirescoffee.co.uk
research us
www.esquirescoffee.co.uk



FREE INFO NO: 4104

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
-----------------------	------------	------------------

FOOD & CATERING

4695	5aDay Box Supplies	Total investment required £19,000 + VAT
4089	Abrahebabra Ireland Ltd	AOR
4519	Auntie Annes	£50,000
4960	Baguette Express	
4900	Bar Sport	
4926	Bavarian Beerhouse	
4897	Beatons Tea Rooms	£40,000
4843	Bennigans	AOR
4096	Burger King Corporation	£800,000
4686	Cafe2U	£23,600
4737	Canas y Tapas	AOR
4576	Charisnack	Areas available from £9,950 + Vat
4989	Coyote Ugly	
4100	Dominos Pizza	£280,000
4102	Dunkin Donuts	AOR
4724	Egg Free Cake Box	AOR
4103	Eismann International UK Ltd	AOR
4104	Esquires Coffee Houses	Minimum £60,000
4106	Favorite Chicken & Ribs	AOR
4833	Greene King Meet & Eat	£85,000
4527	Jaspers Corporate Catering	£100,000
4822	Kingdom of Sweets	£2,000
4925	Marstons Food and Catering	AOR
4114	McDonald's	AOR
5004	Mrs Fields Franchise	
4110	Oakhouse Foods	AOR
4946	Pan Chai	£35,000
4375	Papa John's	£175,000 - £225,000
4118	Perfect Pizza Limited	£30,000 - 120,000
4604	Phat Pasty	£25,000
4119	Pizza Hut	£130,000 +
4795	Pizza Vito	£65,000 - £110,000
4122	Quizno's Subs	AOR
4773	Rice Franchising	£100,000-300,000
4743	Ringtons	£28,950 +VAT
4756	Riverford Organic Vegetables	AOR
4126	Snack-In-The-Box Ltd	£19,750 - £44,950 Min Capital Required £10,000
4105	Southern Fried Chicken	£80,000 - £120,000
4930	Steak n Shake	AOR
4128	Subway	c. £100,000
4901	Sweet Treat Donations	£4,500 + VAT
5005	The Country's Best Yoghurt	
4942	Tiger Bills	
4517	Wiltshire Farm Foods	AOR
4132	Wimpy International Ltd	AOR
4959	Zaks American Diner	

FRANCHISE SERVICES

4923	Dennis & Turnbull	
4753	Franchise Development Services	AOR
4666	Franchise Resales	AOR
4918	Franchise Surgery	
4487	The Franchising Centre	AOR
4778	Use-A-Franchise	AOR

HEALTH & BEAUTY

4827	Activity Mix	
4787	Anytime Fitness	£95,000
4808	Attirance	
4416	Fit4less	£90,000
4898	Guinot	
4961	Jacks of London	
4984	Jetts	
4742	Laser-it	From £7,995 plus vat
5001	Massage Heights	

BUSINESS TYPE

Fresh fruit and veg box scheme, run from home.
Fast food outlet
Freshly baked soft pretzel franchise

A traditional but stylish Tearoom

Fast food outlet
The world's largest mobile cafe franchise
Tapas restaurant
Vending and self-service healthier snack boxes.

UK & Ireland's leading pizza delivery company.
Fast food outlet

Frozen food delivery service
Speciality coffee (& tea) house
Fast food outlet
Greene King Meet & Eat Pub franchise
Produce and deliver catering to corporate clients
Success never tasted so sweet!
UK's leading independent pub retailer
Fast food outlet

Delivery of frozen meals and desserts

Fast food outlet
Pizza home delivery and take away
Fab branded food delivery business
Pizza delivery business
Delivery, restaurant, sell by the slice, pizza
Fast food outlet

A unique home delivery service of tea and coffee
Providing fresh organic produce direct to your door

Work place snack delivery & vending
A complete quick service restaurant concept

Quick service food outlet
Raising thousands of pounds for local Charities

Meals delivered to your door
Fast food outlet

Helping people considering franchising
Unique and effective resales management

Franchise consultants
Reach 250000 customers every quarter

Worlds fastest growing 24 hour fitness franchise

Join the low cost fitness revolution with Fit4less

Non surgical liposuction and face lift

Open for business

ANDY BRATTESANI, UK HEAD OF HSBC FRANCHISING, PROVIDES SOME EXPERT ADVICE TO ENSURE YOU GET OFF TO A FLYING START AS A FRANCHISEE

You've probably spent many hours getting to this point, from first thinking about going into business, to exploring franchising and researching your chosen franchise. Then, perhaps, finding premises, undergoing training, getting the business set up - and now you are open for business.

This may well be a difficult time, as you question if you can make a success of your new business. But don't panic - your franchisor should be there to guide and help you through the crucial initial trading period. Follow the system, don't be tempted to do things in a different way and, if you need help, ask for it. Most franchisors will keep in close contact in these early days. More experienced franchisees may also be a good source of help.

MANAGING MONEY

The most important issue for a new business is managing money. You may have heard of the saying: turnover is vanity, profit is sanity, cash is reality. Cash flow is vital and in order to manage it you have to know where it is in your business. You should have prepared a business plan to start up your business. The plan will include cash flow and profit forecasts - where you think the business will end up during the first few years.

Don't just put the plan away in a drawer - monitor those figures, so you have early warning of any unforeseen problems. If you have projected that turnover will be £15,000 in your first month and it is only £10,000, you will need to take some action.

If you are expanding faster than you anticipated, you may well need extra working capital to keep the business going. This can be especially true when you are providing a business-to-business service and your invoices are paid after a certain amount of time, maybe 60 or 90 days after the invoice has been sent out.

Early warning of any problems - whether caused by not enough business or too much - will enable you to take action where needed and to potentially involve your bank manager before a strain on your bank account becomes more likely.

Once your business is operating successfully, you may start to think about future expansion, although of course you need to establish your business first and prove it is profitable.

You may want to consider buying another territory or opening another outlet in the future. Involve your franchisor in these discussions and it can be useful to talk to your bank manager at an early stage too. Remember, a bank will generally want to see evidence the initial business is successful and that you have considered the additional cost, both in time and money, that setting up another outlet or buying an extra territory will involve.



You may not want to expand in this way, but aim to grow and strengthen your own business. A successful business is an asset and you need to think about how this is shown in your accounts when you want to sell, either to retire or move on to something new. You can work with a good accountant and your franchisor to optimise the business' potential.

COMFORT LEVEL

Some franchisees reach what franchisors often call their comfort level. In other words, they are making a comfortable living and do not want to grow the business. However, this can be a dangerous policy - a business that stands still can find itself going backwards. Competitors could move in if you are not realising the full potential of your business and when you come to sell it will not have as high a market value as a successful, thriving enterprise.

As part of our commitment to help businesses, we can offer flexible finance schemes tailored to match the particular needs of your franchise operation, as well as a full range of services to help you, both when you are starting up and as your business matures.

Whatever stage you are at, whatever your business needs, you can talk to your bank for advice. **MM**

FOR MORE INFORMATION

■ Visit HSBC's Knowledge Centre at www.knowledge.hsbc.co.uk, which is an online resource to help small business owners, whatever stage their business is at.

■ For further information on franchise finance or for a copy of HSBC's comprehensive franchise guides call the HSBC franchise unit on **0121 455 3438** or email franchiseunit@hsbc.com.

franchising



BESPOKE SYSTEMS DESIGNED TO FREE YOU TO PERFORM AT YOUR BEST

Hometyre
MOBILE TYRE SERVICES

0333 444 54 54

- Massive growth forecast in this sector
- Full training in all aspects of the business
- Huge variety to your working day
- Deliver customer service at the highest level
- Work with the best equipment

- New tyres supplied & fitted mobile
- Car, light commercial, caravan, 4x4 & more
- Laser wheel alignment service



Get in touch today for more information - we're looking forward to meeting you soon.

www.mobilitytyrefranchise.co.uk www.hometyre.co.uk 01743 861183



FREE INFO NO: 4851

New Franchise Opportunity from IFG!



3 great features of the IFG 50/50 franchise

- Leverage your capital
- We handle the paperwork
- Earn commissions on 'out of the box' transactions

This is your opportunity to be in control of

- Your Income potential
- Your Capital
- Your Work Schedule

And, earn a well-above average ROI!

IFG 50/50 franchisees provide short-term working capital for small businesses by purchasing current, quality invoices at a discount.

For more information:

Tel: 0845 834 0332

Email: ifg@interfacefinancial.com

Website: www.interfacefinancial.co.uk

Take Action Now!

FREE INFO NO: 4765

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4634	Mirage	AOR
4850	Naturhouse	up to £60,000
4814	No Mas Vello	AOR
4982	Pro Fit Franchise	£5,000
4846	Quit Smoking Pal	AOR
4220	Rosemary Conley	£20,000 + VAT
4761	Rush	£50,000
4165	Saks Hair and Beauty	AOR
4547	Silverdaze	£11,500 + vat
4341	Spice Isles	£25,000
4172	The Tanning Shop	AOR
4173	Toni & Guy	AOR
4995	Xtreme Lashes	

HIGH STREET RETAIL

4823	Ableworld	£29,950 liquid assets. £75,000 total
4138	Bang & Olufsen	AOR
4092	Bargain Booze	AOR
4939	Bathstore	
4403	Beautiful Bling Company	AOR
4139	Blazes	from £7,500
4665	Bo Concept	AOR
4631	Boots Opticians	AOR
4357	Cartridge World	AOR
4733	Cash and Cheques Express	£50,000 plus financing
4144	Cash Converters UK Ltd	£250,000 minimum PI £85,000
4187	Cash Express	AOR
4146	Cash Generator	£70,000 plus financing
4351	Chips	AOR
4940	Clarks Shoes	
4725	Focus on You	£8,500 + VAT
4797	Foot Solutions	
4620	Horsatack	AOR
4740	Howards Storage World	£200,000 +
4159	Nevada Bobs Europe Ltd	Initial investment £60,000, total £200,000
4774	Noa Noa	£25,000
4121	Punch Taverns	AOR
4685	Cyclelife	£70,000
4792	Rohan	
4166	Sevenoaks Sound & Vision	AOR
4168	Snappy Snaps Franchises Ltd	£30,000
4952	The T-Shirt Store	
4472	Thorntons	AOR
4580	United Carpets	£30,000
4583	Vincent Shoes	AOR
4640	Vom Fass	AOR
4718	Zipyard	Approx. £40,000 + VAT

HOMECARE & PROPERTY MAINTENANCE

4329	Aire Serv	From £16,500
4278	Apollo Blinds	less than £20,000
4730	Arrow Homecare Ltd	£7,000 plus VAT
4509	Aspray Limited	AOR
4457	Blue Moon Bathing Solutions	AOR
4423	Bone Dry	AOR
4858	Briary Garden Services	from £9,500 + Vat
4734	Building and Handyman	£21,000
4735	Colourfence	£25,000
4364	Concept Solutions	£27,995 + vat
4284	Countrywide Grounds Maintenance Ltd	£45,000
4385	Countrywide Lawn Doctor	AOR
4288	Drain Doctor	£35,000 + VAT

BUSINESS TYPE

Specialist beauty & skin care salon
Weight loss retailer franchising UK

Become a Pro-Fit Personal Trainer

Health and fitness
One of the most successful names in hairdressing
Hair and beauty
The unique jewellery company
Health & beauty
Tanning shop franchise
Hair and beauty

Leading mobility and homecare retailer in the UK.
Hi-fi retailer
Alcohol retail

Retail supply of jewellery
Fireplace & central heating retailer
Furniture shop
Opticians
Refilling & re-manufacturing printer cartridges
Pawnbroking and financial services concept
The UK's favourite buy and sell store
Cheque cashing/retail services
An exciting discount retail franchise
Video games retail specialists

Focus on You designer eyewear franchise

Saddlery shop
Storage and organisational product specialist

Golf shops

Pub retailing
Lifestyle, leisure, sport, fitness, family, retail

Sound systems and home cinema retail
Photo and digital specialists for nearly 30 years

Confectionery shops
The UK's largest general carpet retailer
Children's footwear
Oils, vinegars, spirits & liqueurs from the cask
The UK's only alteration franchise

Air conditioning, heating & refrigeration
Manufacturers of high quality blinds
A window repair and refurbishment franchise.
Management in building insurance claims
Walk in baths & showers
Organic carpet cleaning
Garden Maintenance Franchise - North East England
Handyman franchise
Boundary fencing supply and installation.
Property insurance claims and remedial services
Commercial grounds maintenance contractor
Lawn treatment service
Plumbing and drainage

A business of her own

ALLISON WRIGHT EXPLAINS HOW SHE
WENT FROM A CUSTOMER OF OSCAR PET
FOODS TO ONE OF ITS FRANCHISE OWNERS



For 27 years Allison Wright worked in her family's property building business. Office based, her role as company secretary and administrator meant she led a solitary existence, which took some of the enjoyment out of the work she was doing.

Allison explains: "Deep down I wanted to have a business of my own, but I didn't know where to start - until I discovered OSCAR."

SOCIAL

Her relationship with the pet food home delivery specialist began when, along with her dog Jasper, she joined a group of dog walkers in her local park.

"It was a social event among OSCAR customers and before long I too became an OSCAR customer," Allison explains. "I loved the concept of the complete pet care service - Jasper thrived on the food and Monty, my new puppy, has proved the food has also provided their respective lifestyles with an all-round balanced diet."

She then became aware her local franchisee was advertising his business for sale. "Without hesitation, I made an enquiry," Allison says. "I could see that it

offered me flexibility to work around my current commitments, but ultimately the opportunity added to my passion for pets.

"I had confidence in the product and service and that made the process of purchasing my OSCAR business easy. I was also grateful for being given an introduction to existing customers - it was a valuable experience, as it gave me a direct opportunity to understand the function of the business and appreciate their needs."

SHARED

Allison says the staff at OSCAR have been a great support: "There is always someone to help with every aspect of the business. Equally, while I have my own exclusive territory, I am able to work closely with my neighbouring franchisees. This portrays the size of our network and we enjoy shared opportunities at shows and events in our respective areas. It gives us the chance to meet pet owners who love to talk about their pets, which is one of the best platforms for attracting new business."

"Working hours to suit me, I am thrilled with my OSCAR franchise and from my past experience it has helped me to appreciate

that you have to be disciplined to succeed. Work hard and you will get back what you put in." **MM**

FOR MORE INFORMATION

■ Call **0800 068 1106** for full details and a free information pack. Alternatively, email discover@oscar.co.uk or visit www.oscar.co.uk

FREE INFO NO: 4211



franchising

Maths and English Tuition

Helping every child achieve their full potential



Helping you achieve your business goals

MagiKats offers individual extension, consolidation and remedial tuition programmes to support students from pre-school to GCSE.

People with an active interest in education are invited to apply to become a MagiKats Principal.

MagiKats Principals are:

- dedicated to children and their education
- based from home
- work part or full time

... and want to be their own boss



To find out more about our business opportunities go to:

magikats.co.uk or call 0844 870 9896

FREE INFO NO: 4957

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4433	Dream Doors	£70,000 total
4289	Dyno Locks	AOR
4290	Dyno Rod	AOR
4934	Ed's Garden Maintenance	£11,000
4794	Envirovent	£19,950
4953	Fibrenew	£50,000
4948	Fifty Plus	
4906	Fresh Fronts	
4698	Furniture Clinic	AOR
4359	Furniture Medic	£22,075
4022	Gas-elec Safety Systems	£16,500
4716	Granite Transformations	AOR
4782	Green Assess	From £5,995
4293	Greenthumb Ltd	£31,700
4505	Handywoman Franchising	AOR
4855	Hemsley Gardening	AOR
4294	Hillarys Blinds	AOR
4692	Hire a Hubby	AOR
4298	In-toto	£15,000 & £70,000
4388	Jim's Mowing	£15,000
4757	Just Fitted Kitchens	AOR
4820	Just Shutters	£7,500
4553	Lawnkeeper	£15,000 - £25,000
4758	Lawnscience	£17,995 plus vat
4935	Local Appliance	
4954	Magicman	£19,500
4549	Matts Mowing	AOR
4058	Metro Rod	AOR
4304	Mr Electric UK	From £26,500
4349	Oakleaf	AOR
4804	Reeds Rains	
4705	Royle Security Ltd	AOR
4652	Skidproof	AOR
4849	Shuttercraft	£16,900 +VAT (includes £4k launch, training and tools)
4167	Sliderobes Ltd	AOR
4671	Sliding Sash Solutions	AOR
4314	The Flat Roof Company	AOR
4575	TruGreen	£27,000
4317	Urban Planters	AOR
4802	Wilkins Chimney Sweep	£15,000 + VAT

LETTINGS & PROPERTY

4699	Bairstow Eves	AOR
4280	Belvoir Property Management	£22,500
4890	Century 21 UK	£20,000
4285	Countrywide Signs Limited	AOR
4924	Elite Property Services	£5000 Pilot Franchise Fee
4490	Enfields	AOR
4450	Engel & Volkers	AOR
4840	Estate.com	
4825	Estatesdirect.com Ltd	From £5,000
4875	Go Direct Lettings	£6,000 - £20,000
4504	Goodchilds	AOR
4799	HomeXperts	£19,995 + Vat
4912	Lobster Lettings	£14,995
4300	Martin & Co	£25,500 +VAT
4594	Medics On The Move	£25,995
4554	No Letting Go	£20,000
4308	Northwood	Franchise Fee £39,950 plus VAT
4788	Optimhome	AOR

FREE INFO NO: 4211

If your career is upside down... Let **OSCAR** put you back on your feet!

4.3 billion industry
Working from home
Exclusive territory
Unique brand
Intensive training
Advice from experts
Ongoing support
£14,995 plus VAT

A unique pet food business opportunity that offers a direct-to-the door delivery and advice service, bringing many rewards including repeat business from pet owners who just love their animals.

CALL NOW
0800 068 1106
discover@oscars.co.uk
www.oscars.co.uk



OSCAR much more than a franchise®



BUSINESS TYPE

The UK's largest kitchen facelift retailer
Lock & security installation
Drain cleaning & maintenance
Why did they choose Ed's Garden Maintenance?
Home-based energy saving franchise
Restoration service for leather, plastic & vinyl.
Cleaning & repair specialists
Professional furniture restoration franchise
Gas and electrical safety testing
Unique product, unique business opportunity
Start your own green property services business.
The UK's original lawn care experts
Women run property maintenance
Made-to-measure window blinds
Property maintenance
Kitchen Franchise with over 30 years experience.
Lawn care and garden maintenance franchise
Bespoke handmade kitchen retail opportunity with low overheads
Plantation shutter suppliers.
A well established professional lawn care company
Fast growing professional lawn care franchise
Run your own hard surface repair business
Lawn services
Drain cleaning
Electricians & electrical contractors
Distinctive period interior design
The only alarm installation franchise
Slip resistant flooring
Shuttercraft – Every Window is an Opportunity
Wardrobe specialists
Repair and servicing traditional sash windows
Roofing specialist
Professional lawn care franchise
Indoor plant suppliers
A modern take on a traditional business
UK's most successful estate agency & lettings franchisor
Residential lettings agency
Fantastic business opportunities with CENTURY 21
Estate agency sign contractor
Run your own successful Lettings Business
Estate agency
Estate agents
Personal estate agency business
Join the rental revolution
Estate agency
HomeXperts Exceptional Estate & Letting Agents
Easy To Run Profitable Lettings Agency Franchise
Lettings & property management franchise.
Lettings & home search franchise
Inventory services to letting agents and landlords
Offering letting, estate agency and mortgages.
The 1st home based estate agency network

High expectations

MRS FIELDS COOKIES AND THE COUNTRY'S BEST YOGURT HAVE EXCEPTIONAL GROWTH POTENTIAL, ACCORDING TO FRANCHISOR FAMOUS BRANDS INTERNATIONAL



Famous Brands International, based in Broomfield, Colorado, is a well established franchisor in the premium snack food industry. Its core brands are Mrs Fields Cookies and The Country's Best Yogurt (TCBY).

Through its franchisees' retail stores, it is one of the largest retailers of freshly baked, on-premises speciality cookies and brownies in the world and the largest retailer of soft-serve frozen yogurt with live active cultures.

NETWORK

Its franchise systems operate through a network of more than 800 franchised and licensed locations throughout the United States and in 25 foreign countries. In addition, it operates an internet and catalogue gifting business and has entered into licensing arrangements that leverage awareness of its core brands among its retail customer base.



In December 2013 Z Capital became the owner of Famous Brands, acquiring the remaining minority stakes from the Carlyle Group.

James Zenni, president and CEO of Z Capital, said: "We are proud to become owners of Famous Brands International and support the management team as it continues to execute its business strategy. Mrs Fields and TCBY are both iconic brands, and we are excited about their exceptional growth potential."

With capital in place and two long-standing brands that have the potential to shape their respective sectors domestically and internationally, coupled with an experienced management team and the company's emphasis on innovation, the company has high expectations heading into the future.

PORTFOLIO

TCBY opened for business in 1981 and has been in the Famous Brands portfolio since 2000. Today the company has over 500 locations in over 20 countries. TCBY leads the market in nutrition, taste and new product innovation.

Mrs Fields Cookies started in 1977 and has been in the Famous Brands portfolio since 2000. It now has over 300 locations in over 20 countries. **MM**

FOR MORE INFORMATION

■ Visit www.famousbrandsintl.com, www.tcbi.com or www.mrsfields.com.

FREE INFO NO: 5005 (The Country's Best Yogurt)

FREE INFO NO: 5004 (Mrs Fields Cookies)

franchising



The Oven Cleaning Franchise

from just **£9,950** + VAT

Practical | Professional | Personable

Your route to a successful future!

If you're looking to join a highly successful and very profitable franchise in the service industry sector then you're reading the right advert!

Domestic Oven Cleaning is big business and, with our 20 years of unrivalled knowledge and experience, we're in a unique position of being able to offer you the best possible opportunity of making a very serious return on your initial investment and significant profits into the future.

Our bespoke systems are easy to manage and our support team will always be on-hand to help you along the way. Find out more by visiting our recruitment website or why not call today to get the ball rolling?



ovenfranchise.co.uk

01325 251455

Our international brand - your local business

FREE INFO NO: 4062



TIGER BILLS
kitchen

Specifically designed for Pubs, Bars & Hotels
The new unique & affordable bolt on Kitchen Franchise

Specifically designed for Pubs, Bars & Hotels The new unique & affordable bolt on Kitchen Franchise

Become a member of one of the fastest growing food franchises in the UK and Internationally. Tiger Bills Franchise are delighted to offer this fantastic solution for operators seeking that competitive edge with a proven successful kitchen proposition

Authentic Thai cooking with the best of British fayre

**TIGER BILLS KITCHEN FRANCHISES
START FROM £5995 + VAT**

CONTACT US NOW TO SECURE YOUR EXCLUSIVE TERRITORY

INFO@TIGERBILLSKITCHENFRANCHISE.CO.UK

OR CALL 01803 201197

TIGER BILLS KITCHEN IS A PART OF TIGER BILLS FRANCHISE LTD
WWW.TIGERBILLSFRANCHISE.CO.UK

FREE INFO NO: 4942

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4544	Parkheath	AOR
4905	PHP Lettings	£10,000+vat + working capital & setup
4768	Property Inventories	£18,000
4907	Redstones	£11,995
4379	Surelet	
4854	The Living Room Letting Agency	£22,500 + working capital & set-up
4770	The Video Inventory Agency	£5,500

MOTORING SERVICES

4922	Alloy Rescue	
4800	The AA	
4344	Autosheen	£12,995
4237	Autosmart Ltd	minimum of £12,000
4633	Autovalet Direct	£14,950
4254	Car Medic International	from £5,995
4579	Car Spa	AOR
4243	ChipsAway International	£29,995 +VAT
4672	Dent Devils	AOR
4244	Dent Wizard	£20,000
4248	Fleet Mobile Tyres	£35,000 plus vat
4851	Hometyre	£32,500+VAT
4903	iAuto	£120,000+VAT
4251	Mac Tools	£50,000
4697	Mobi Tyre	AOR
4417	Mobile Car Valeting	AOR
4752	MOT2U	AOR
4783	Motorkwik	AOR
4191	Revive!	£19,995
4255	Snap-on Tools Ltd	£20,000
4538	The Wheel Specialist	£100-150,000

PEST CONTROL

4584	NBC Bird Solutions	AOR
4508	Prokill Pest Prevention	£25/50,000 + £30,000 (Full Equipment & Training)

PETCARE

4678	Bark Busters Dog Training	£18,000
4421	Barking Mad	AOR
4513	Dial a Dogwash	AOR
4886	Dog Groom UK	AOR
4200	Husse	AOR
4211	Oscar Pet Foods	£15,000
4212	Pals4Pets	£11,950
4231	Trophy Pet Foods	£15,000
4739	Wagging Tails	£7,500 +

PRINT & PROMOTIONAL SERVICES

4259	AlphaGraphics	£97,000
4350	Barrett & Coe	Initial Franchise Fee: £5,500/£7,500 Min. investment: £8,000/£10,000
4780	Business to Business	£13,250+vat
4142	Card Connection	From £20,000
4143	Card Line Greetings Ltd	AOR
4262	Colneis Marketing	AOR
4614	County Signposts	AOR

BUSINESS TYPE

Estate agency

Lettings and property management franchise

Management franchise, property inventories

Redstones Property & Letting franchise opportunity

The letting agency that is different from the rest

Video inventories to protect landlords' property

Mobile, high quality automotive & marine valeting

Manufacturer/supplier of vehicle cleaning products

25 years experience in the mobile valeting arena

Mobile automotive SMART repairs

Car valeting franchise

The leading minor automotive paintwork repairer

Specialist automotive dent repairs

Cosmetic vehicle repairs

tyres: UK's no1 on-line tyre retailer

Mobile tyre and alignment specialist

Build a £1m business in only three years

Mobile automotive tool retailer

Mobile tyre repair

On site car valeting

MOT service that comes to you

Revive! Smart repairs

Automotive handtool distribution

Formula One of automotive franchises

Bird and pest solutions

The most comprehensive pest control franchise

Home dog training, dog behaviour specialists

Home from home pet care

Dog washing franchise

Dog washing franchise

Pet products

Pet food & accessories

Pals4Pets is a professional pet service provider

The UK's largest mobile pet food franchise

Home from home dog boarding company

Marketing and visual communications franchise

Photography training and franchising

A monthly newspaper for local business.

Greeting card publisher and franchise company

Greeting card distributor

Greeting card distributor

Publish annual tourist guide

Leap, bound and soar

SKY ZONE IS THE CREATOR OF THE WORLD'S FIRST ALL-WALLED INDOOR TRAMPOLINE PARK AND HAS OVER 100 LOCATIONS IN THE UNITED STATES



Already established in America, the Sky Zone franchise has also enjoyed success internationally, with parks currently open in Australia, Mexico and Canada. In 2015 parks will also open in Saudi Arabia, Kuwait, New Zealand and London.

Heading up global development for Sky Zone, Lesley Hawks will be touring Europe this spring to interview qualified international developers.

LEADER

Lesley says: "Sky Zone created an exciting new category and now, with proven multi-country success and as the clear industry leader, they are likely to develop additional markets very quickly."

Sky Zone's wall-to-wall indoor trampoline courts are designed as a fun and fit outing for all ages, shapes and sizes. The innovative trampoline parks offer a wide range of activities for everyone to enjoy, including Open Jump and Ultimate Dodgeball, allowing guests to leap, bound and soar.

Additionally, fitness fans can burn up to 1,000 calories per session with the park's original

SkyRobics/SkyFitness classes, which provide dynamic cardio and strength training.

Sky Zone locations are the ideal venue for groups seeking unforgettable events such as birthday parties, corporate team building and school field trips.

Furthermore, a current global trend is the importance of childhood health and fitness. It's well known children need one hour of daily physical activity in order to stay healthy, but it's nearly impossible to regiment a 60-minute time period as 'exercise time'.

FUN

Sky Zone offers both children and parents a fun and exciting way to get their recommended daily exercise and release energy without feeling like they're working out.

"Shopping centres worldwide are now looking to include entertainment destinations along with food and retail, creating the ideal market condition for Sky Zone," Jeff Platt, the company's CEO, says.

"Sky Zone is the creator of the indoor trampoline park business model and we are clearly the industry leader of this exploding new, but lasting, category." **MM**

FOR MORE INFORMATION

■ Email Lesley Hawks at EGS International on lkhawks@edwardsglobal.com or call (562) 760 1611.

FREE INFO NO: 5002



franchising



The Wheel Specialist
ALLOY WHEEL REFURBISHMENT
& CUSTOMISATION

THE FORMULA ONE OF AUTOMOTIVE FRANCHISES

- High profit margins
- Recession resilient business
- Large and exclusive territories
- UK's only unit based specialist optimising business growth
- Proven business model – over 25 years experience within our market
- The UK's only alloy wheel refurbishment experts with full nationwide coverage

WE ARE LOOKING FOR PASSIONATE, DRIVEN, INDIVIDUALS TO JOIN OUR FAST GROWING FRANCHISE NETWORK. FOR MORE INFORMATION PLEASE VISIT: www.thewheelspecialist-franchise.co.uk OR CALL 0845 017 6464

FREE INFO NO: 4538



WOK&GO



HEALTHY FOOD. HEALTHY RETURNS.

- ✓ LOWER RISKS THAN STARTING ON YOUR OWN
- ✓ EXISTING ESTABLISHED BRAND IDENTITY
- ✓ HIGH QUALITY MARKETING MATERIALS
- ✓ RECRUITMENT AND HR SUPPORT
- ✓ FRANCHISE SUPPORT MANAGER ON HAND

FOR FRANCHISE ENQUIRIES
CONTACT DES PHEBY

01244 376 310
des@wokandgo.co.uk

Fresh, nutritious, tasty food, cooked in front of your eyes and served in minutes.

Our unique, brand-led, fusion food chain, blending the best of Thai, Malaysian, Indonesian, Chinese and Japanese cuisine lends itself perfectly to franchise... With 15 stores currently open in the UK and Middle East and further plans to expand here and internationally, the Wok&Go brand is going from strength to strength.

With a passion for excellent customer service, great tasting, healthy food and year on year consistent growth, we have worked our way to become what we believe to be the leading noodle bar chain in the UK.

Join our expanding business today! Contact Des Pheby on 01244 376 310 or des@wokandgo.co.uk

www.wokandgo.co.uk

FREE INFO NO: 4969

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4732	Embroid Me	AOR
4020	Fastsigns	£40,000
4264	First Choice Cards Ltd	AOR
4608	Hardsoft Computers	AOR
4347	Ivory TowerCards	AOR
4346	Lasertech	AOR
4661	Local Life	AOR
4916	Mini Cards	
4270	Minuteman Press International	AOR
4330	Mobile' Affiche	AOR
4383	Monk Marketing	AOR
4186	Mudfish Trading	£5,999
4662	On My Doorstep Ltd	From £1,000
4377	Printing.com plc	AOR
4499	Raring2go!	From £9,995 - £13,995
4777	Real Color	AOR
4032	Recognition Express Ltd	£30,000 + VAT
4037	Sign-A-Rama	£25,000 - £86,000
4542	The Ink Shop Group	AOR
4171	The Original Poster Company	AOR
4582	Voucher Packs	£6,250 - £12,500

TRAVEL & LEISURE

4759	Club-Clean	£14,995 + VAT
4805	Cruise Holidays	£12,999 + vat (Finance via Barclays available 50/50)
4921	The Detective Project	
4681	Formula One Driver	AOR
4709	FunkyDiva Music UK Ltd	£10,000
4023	Global Travel Group plc	AOR
4798	Go Cruise	
4927	It's Murder	£15,000
4889	Jongleurs Comedy Live Ltd	
4755	Leisure Leagues	From £4,995+VAT
4796	Mydestinationinfo.com	£15,000 - £50,000
4813	Novosail	AOR
4896	Party Bar UK	
4700	Rentin Group Ltd	AOR
4938	Seriously Fun Swimming Schools	
4826	Sports Xtra	
4932	Tetra Brazil Soccer Schools	£5,995+VAT
4435	The Camping and Caravanning Club	£35,000 franchise fee + Campsite + Marketing Levy + IT Levy
4520	Travel Counsellors	AOR
4722	Treasure Trails	Average £7,500
4835	The Winning Ticket	AOR

VENDING

4559	Cardgroup	£14,995
------	-----------	---------

THE DEADLINE FOR AMENDMENTS TO THIS SECTION FOR THE MAY 2015 ISSUE IS
27TH MARCH 2015

BUSINESS TYPE

All your embroidery needs
Signs & graphics for business
Greetings card retail
Computer leasing
Greeting card publishers
Van based printer consumables
Local community websites

Print and copy shop
Mobile advertising scrolling display system
Promotional products
Greeting card publisher
Network of 1,400 community websites
Business to business printing
Raring2go! helps families have fun!

Suppliers of corporate promotional products
Business signage
Ink shops
Greeting card distributor
Voucher based advertising via the Royal Mail

Golf club valet - PGA Official supplier

Cruise holidays UK

Digital jukebox party hire franchise
Travel agency

Run your own soccer business, no coaching involved

MyDestinationInfo.com is a leading travel network

Specialist global holiday tour operator

Authentic Brazilian soccer coaching for 5-18 years

Run your own campsite with our support
Travel agency

A fun & unique outdoor leisure franchise

Greeting card franchise proven in 45 countries

The BFA



WHAT THE BRITISH FRANCHISE ASSOCIATION CAN DO FOR YOU

The British Franchise Association (BFA) evolved from the franchise industry itself in 1977 as the only self-regulating, voluntary accreditation body for franchising in the UK. Its remit is to develop and continuously improve the standards of good practice in franchising, and to accredit franchisors who meet these standards. Many organisations say they are 'franchisors' – not all are, and not all are accredited by the BFA.

The BFA accredits franchise companies for membership on the basis of a strict standards structure, which includes the company's financial position, day-to-day business activity, disclosures made to prospective franchisees and the terms of the franchise agreement.

These standards are based on the European Code of Ethics for franchising – agreed by the European Franchise Federation (EFF) member associations in 1990 – and recognised by the European Commission. Companies are reaccredited for BFA Membership on a triennial basis.

However, it is important to note that the BFA's detailed checks concern the company's fitness to franchise, rather than the suitability of, and prospects for, a particular product or service for a particular market.

Alongside the BFA's reputation for high franchising standards, which in turn works to enhance the image of its members and their businesses, the BFA offers many services and benefits to support members and provides help for prospective franchisees and franchisors.

UK & EUROPE

As part of the EFF, the BFA is able to lobby the European government as well as the UK government on behalf of its members. The BFA is ensuring its members' voices are heard and their interests are protected from unwanted legislation in the UK and Europe.

FRANCHISEE RECRUITMENT

The BFA assists members to recruit good quality franchisees. It provides many marketing platforms including the BFA website, which provides a direct link to its members for prospective franchisees who are shopping for franchisors online.

EDUCATION

The BFA's prospective franchisee and franchisor one-day seminars tackle how to approach franchising confidently, how to use franchising to grow a business and the relationship between franchisors and franchisees.

Prospective franchisees can assess whether franchising is right for them, prioritise franchise opportunities and understand the franchisor's requirements and assessment criteria, while prospective franchisors receive help in understanding the necessary skills and business culture required for a successful franchise operation and the next step in developing their business as a franchise network.

INFORMATION

The BFA also produces independent franchisee and franchisor guides, sponsored by Lloyds TSB. Approximately 40 per cent of all new franchisees purchase the BFA's Franchisee Guide prior to making their decision.

EXHIBITIONS

Restricted to BFA members or genuine business format franchise opportunities that have been accredited by the BFA for exhibition purposes, there are four BFA-endorsed exhibitions each year. Members receive automatic discounted entry to these exhibitions and discounted advertising and other costs.

TRAINING & COMMUNICATIONS

All members have access to accredited advisers and experience is shared at the annual conference and regional meetings, held in five areas three times a year. The BFA also produces newsletters for members and website subscribers containing franchise news and BFA activity.

FRANCHISE WEEKS

The BFA has committed to two initiatives – National and Scottish Franchise Weeks – to increase knowledge of franchising. These events are run in the weeks preceding the Birmingham and Glasgow exhibitions each year. They highlight the franchising concept as one of the safest methods of starting your own business and the security of having a tried-and-tested business formula and support behind you.

Ultimately, BFA membership is a benchmark of quality, providing public recognition as well as evidence that the company is truly established and offers a fair and ethical franchise opportunity. **MM**

FOR FURTHER INFORMATION

British Franchise Association: 01235 820470 or www.thebfa.org

business opportunities



Smart **thinking**

MIKE CLEARY OFFERS SOME MORE PEARLS OF WISDOM
THAT WILL HELP YOU GROW YOUR BUSINESS

Information picked up from successful peers can save you a lot of money and time. To get regular access to the best ideas you have to constantly add to your circle of contacts, read the latest material and attend business networking events.

The following are a few thoughts that might be relevant to your company:

BE SELECTIVE WHEN USING A DATABASE

Despite the costs involved, we see far too many organisations blindly mass mailing or distributing irrelevant and unsolicited letters and leaflets to individuals, both privately and commercially.

Apart from irritating the recipient to the point of resentment, you can estimate that each single drop has a cost of between £2-£6 if you include design, materials, print and handling, depending on the method of distribution. Relying on websites, emailing, texting and social media is far less expensive per head, but can still cause recipient frustration if not appropriately targeted.

Research your database, segment it into target groups and prepare suitable material. Even if you only have one product or service, it may well be that potential end users have profiles sufficiently varied to warrant a more dedicated approach. This also applies to websites, where often designers try complicating what should be a simple process.

If necessary, have a website for each significant target group. For example, if your business targets adults aged 50 to 60, as well as 17-25-year-olds, adjust your branding message accordingly and reflect that in dedicated sites and other promotional material. Don't dumb down your approach to the lowest level of communication, as doing so often means you miss everyone.

CUSTOMER SERVICE IS AN ESSENTIAL REFINEMENT TO EFFECTIVE SELLING

Customer service starts before the selling commences and stays with the prospect until long after the product or service is delivered. All too often there is an assumption that customer service only involves dealing with complaints and repairs. Successful organisations build it into their culture from the point where a customer first identifies their need and engages with the company, whether through its website, telephone response or when first entering the premises. The culture is a way of life, permeating the whole organisation, even reaching those who do not communicate with the customer.

It isn't rocket science and doesn't require specialist advice, nor does it cost a fortune. It does require commitment, the right staff and regular, ongoing training. Remember, every member of your staff is an ambassador for your organisation, so give yourself a head start by only employing those with a generous attitude and friendly demeanour that will reflect the culture of your business.

You cannot change inbuilt attitudes, but you can upgrade skills through relevant training. If you don't understand what I mean, go to a John Lewis or Apple store and make an enquiry. Chances are, you will be impressed. If so, that is what you should attempt to emulate, no matter the size of your business.

MERCHANDISE COMPETITIVELY PRICED PRODUCTS USING SAMPLING TECHNIQUES

Major brands in the food and drink industry do a lot of consumer sampling using their own merchandising



“Many companies tend to stick to their initial experiences and lack confidence to experiment out of the box”



Good customer service requires commitment, the right staff and regular training

teams or third party field marketing services. An alternative sampling term, referred to as experiential marketing, is related to higher priced lines and services. Rarely do we see the same marketing advantage given to own-label alternatives, as providers assume customers will buy on price alone.

As we see from direct experience and also via some TV documentaries, some people would move from buying popular high street brands to less expensive own-label items, but don't want to risk the first-time buying of something that might be inferior. However, after sampling, evidence in many cases supports equivalence and occasionally a preference for own-label brands.

Higher priced ticket items, such as electrical and white goods, are categories where the rule 'you get what you pay for' is much more likely to be true, but again only up to the point where you are really just buying the name.

The point is made as we see few small or start-up operations using sampling or even trialling techniques, a marketing tool that could kick-start a new product or service. Even if you do not have in-house resources, consider contacting the Direct Marketing Association for a list of potential professional providers who may be able to support you, no matter what you are selling.

MEASURE RETURN ON INVESTMENT

Advertising, promotions and testing multiple channels of sale are all essential ingredients for most successful businesses. Even in this frenetic age, many companies, especially start-ups, tend to stick to their initial experiences and lack confidence to experiment out of the box. Often cost is quoted as the reason, but from our experience failure to proceed is frequently based on opinion and assumption rather than quantified data. Instead, data should have been plentiful, accurate, unbiased and researched.

Some experiments that do get underway are judged as failures because the expectations or goals were set too high. Even successful tests can be abandoned because of the subsequently unaffordable cost of rolling out on a larger scale, all of which could have been resolved at the planning stage. The bottom line is that, whatever you do, measure it objectively and plan accordingly. **MM**

■ **Michael D Cleary** assists clients to improve sales performance through effective marketing initiatives. MDC works with domestic and international organisations across a broad spectrum of industries. Marketing audits and mentoring have been core specialities since 1993.

■ **Tel: (44) 01425 610960.**
■ **Email: info@cmseu.com**

business opportunities

Keep on achieving

INDUSTRY EXPERT **YOGEETA MISTRY** EXPLAINS HOW TO GIVE YOUR NETWORK MARKETING BUSINESS A BOOST

When you've been running your network marketing business for some years, it can often start to plateau. The raw enthusiasm and excitement that kept your foot on the pedal to gain momentum and growth can, after a period of time, begin to wear off, which can leave you with a lacklustre feeling of disappointment.

Your daily routine becomes just that - routine. When all you're doing is going through the motions to maintain your commission and bonuses, it's far from inspiring.

Strange as it may sound, I liken it to falling out of love with your business. Everything you felt at the start, including the enthusiasm, passion and doing-whatever-it-takes attitude, can soon turn into mundane drudgery. It's usually once you feel you've arrived that this feeling can set in. It's not uncommon for high achievers to feel unchallenged and unenthused, with their businesses simply becoming one of life's necessities. I've seen this pattern in many network marketing clients I've coached recently.

The main reason for such a plateau is when you stop doing the things you did when you first started to build your business. Complacency can set in and if you're not consistent in what you're saying and

doing as a leader, you can tend to feel like a fraud. Having been there myself, I know how this feels. But how do you reinvigorate yourself, inject freshness back into your business and start growing again? Here are five strategies I used to good effect:

REMEMBER WHAT IT WAS YOU LOVED

Go back to the start of your business and remember exactly what it was that appealed to you. What was the key selling point? Remember what it felt like to be a new distributor and relive the feeling of excitement you had about

"Spending time with people who have that 'new love' for their business can make you feel good"

building your business. Here is an NLP technique: get the mental movie loud, colourful and clear, hear what you were saying yourself and feel the feelings of achievement and business acceleration. Keep doing this regularly in order to reprogramme a different thought process.

WHAT LIGHTS YOU UP?

What is it you particularly love doing when it comes to your business? There are areas of business we particularly like involving ourselves in more than others, simply because they're more aligned with who we are. Plan more of those things into your diary to give you lots more to look forward to. It will add variety to your week, especially if it's something you haven't done in a long time, such as finding a new customer or training a new distributor. Be wilfully naive - there's freshness in getting back to basics.

HAVE A REGULAR PLANNING SESSION WITH YOUR LEADERS

Get together in person with top leaders within your business and have a planning session in a social setting. The great thing about network marketing is you can do business in your own way, so get ideas and enthusiasm flowing. This will have a knock-on effect on you and the way you feel about your overall business. Make these sessions a regular event. You could also organise sessions with leaders who are cross-line within the same organisation and create a once-a-month mastermind group.

SPEND TIME DOWNLINE WITH EMERGING LEADERS

Look for emerging leaders and hard workers within your organisation and spend time with them in person. New people are the lifeblood of your business and are usually full of enthusiasm. Spending time with people who have that 'new love' for their business can only help you to feel good. Give them some well deserved recognition and perhaps a personal incentive.

SET A COLLECTIVE GOAL FOR YOUR BUSINESS

Having a common purpose creates better energy, synergy and camaraderie. Everyone working to a new goal will generate excitement and allow people to share with one another their own goals, thus promoting peer-to-peer support. This will bring your business together and get you raring to go and growing again. **MM**

FOR MORE INFORMATION

■ To find out more about Yogeeta Mistry, her bespoke Success Coaching platform and her free 10-week series of coaching mini lessons visit www.directsellingsuccess.co.uk.



business opportunities

Cash COW

THIS BUSINESS OOZES CASH 24/7 AND A FREE DVD SHOWS YOU HOW

Bob Welfare says: "The secret to making money in this amazing business is simple. Work highly productive, short hours. Take your money directly from the world's money supply via a computer - anything from £60,000 to £100,000 per year - then switch the computer off and have a life.

"That's what this exciting business is all about. I work short hours, make great money and have plenty of time to myself to enjoy the money."

LINK

If you want to make money, it pays to go directly to where the money is guaranteed to be - the world's money supply. Don't try taking money from customers. That's difficult. In this business, there are no people - so there are no customers. Therefore, no selling or marketing is required. What is provided is a straight link to where the world keeps its money.

You can make quick buying and selling transactions, make a great income, then enjoy the free time this business gives you.

Benefits include:

- Instant cash payments.
- A tried and tested method, with unlimited support and back-up.

- No selling, marketing, stock or customers required.

"I now make three times the money I used to make in a quarter of the time," Bob explains. "The trick is to work smart - not hard."

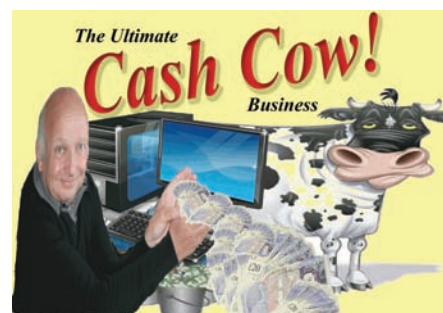
Bob's made a free DVD information pack available that proves how this business works. Called '£60,000 to £100,000 per year in the ultimate cash cow business', he adds: "You'll also see Paul on the DVD, who's one of my trainees and the first person I trained who's exceeded a £100,000 per year income.

"I'm very proud of that and it just goes to show what personal, one-to-one training and close ongoing support and care can do for you. It's the secret to my outstanding success rate with training people."

AVAILABLE

Bob is one of those rare people who doesn't hide behind websites. He makes himself personally available in his home in Devon and is directly available by telephone.

Bob says: "I know websites are very popular these days, but they simply do not produce the kind of results I get for my people using the old fashioned



way of working directly with another human being. Don't risk your future on anything less."

Because of Bob's insistence on only working with a handful of people per year, he can give you the ongoing support and care he insists on providing. The availability of Bob's course is limited, so call today to avoid disappointment. **MM**

FOR MORE INFORMATION

- Call **01803 606651** for your free DVD information pack.

FREE INFO NO: 6162

iPAS²

INCLUDES POWERFUL FEATURES:

- The ability to create Multiple Streams of Income
- Private "High Volume" Traffic Resources BRINGING IN MORE LEADS THAN EVER
- Highly trained, Professional Business Coaches upselling your leads. WITHOUT TAKING A PERCENTAGE OF THE SALE

FOR MORE INFORMATION CONTACT:

NAME: PAULO BARROSO WEB: www.MrBarroso.com

PHONE: 07798 926-494

BLOG: WWW.PAULO-BLOG.COM

FREE INFO NO: 6352

INTERNET PROSPECT ACCELERATION SYSTEM



business opportunities

Valuable currency

BY LEARNING ABOUT YOUR CUSTOMERS, YOU CAN GIVE THEM THE GIFT OF YOUR SPECIALIST KNOWLEDGE, **CHRIS DAY** SAYS



A wise man once said: "It's what you say when you're not saying anything that people listen to the most." Although it sounds weird, the fact is we are communicating all the time, whether we are speaking or not.

According to Albert Mehrabian, professor emeritus of psychology at University of California, Los Angeles, the words we say only convey seven per cent of what we are communicating to others. Our tone of voice makes up the next 38 per cent, but it is our body language that says the most - the remaining 55 per cent.

STAGE

When you're in business, you are 'on stage' all the time. Our customers, staff and stakeholders are making decisions about what they will do next based on what they believe we are saying - whether we know it or not. There is no room for ambiguity or mixed messages.

We all have a personal brand. People are either attracted to us or will cross to the other side of the street when they see us coming. We are all Marmite.

Have you ever thought about what your personal brand is? Do you know what you stand for and what values you represent in the eyes of others? One lady who knows more about this than most is the personal branding specialist Monalisa Chukwuma. Her new book, called Define Yourself, is probably the most comprehensive on the subject I have ever read.

Our personal brand is our choice. We can invent the person we want to be and then become them, but this doesn't mean putting on an act like a performer in the West End. You have to be congruent and live your brand in everything you say and do. You have to be predictable and consistent in the way you approach any set of circumstances. People love positive predictability. We can all light up a room - some of us do it when we walk in, others do so when they leave. Which are you?

It's also true that we only get one chance to make a first impression. The opinion we form about somebody within the first minute of meeting them often sticks with us for life and rarely changes. So what can we do to make the most of that first precious moment?

PITCH

Have you ever been to a networking evening and watched people get it wrong? Their objective seems to be to give out as many business cards as they can and make their pitch to anyone standing within three feet of them. In their rush to achieve this, they hardly listen to anyone. In fact, it is almost impossible to get a word in edgewise. Will this endear them to others and generate a rush of business? Probably not.

In 1936 Dale Carnegie, in his book How to Win Friends and Influence People, was promoting the concept of being a good listener and encouraging others to talk about themselves. Certainly, this is the fastest way of finding out if someone is in your marketplace - it beats wasting five minutes by talking at them without knowing anything about them.

Dale also believed that to win friends you have to become genuinely interested in other people. Funnily enough, if you let others do all the talking, they will believe you are a great conversationalist.

Of course, no one will ever win business by remaining silent, which is why you have to hone what you do say to make it count. The best way of talking



"There is no room for ambiguity or mixed messages"



The best way of talking about your business is in terms of outcomes rather than services

about your business is in terms of outcomes rather than services. Put yourself in the mindset of the person you are talking to and ask yourself: what's in it for them?

For example, you might build websites and be able to talk techy till the cows come home. However, few people will get excited if you launch into an explanation of search engine optimisation and the clever things you can do with HTML. Instead, what you might say is: "I help businesses turn casual visitors to their websites into customers by using a tried and tested technique." The question that immediately invites is: "What is that?" They you're into a conversation. The person wants to know what's in it for them.

Picture yourself going between floors in a lift with another person. You only have a few seconds to answer their question of: "What do you do?" What can you say to get their attention and generate a desire to learn more?

As a publisher, I wouldn't talk in terms of creating and selling books, but instead talk about helping people to raise their profile in their marketplace, positioning them as an expert and opening up a new income stream by becoming a published author. Putting the benefits first rather than the features.

CHECKLIST

Just because you might sell a service or product the person you are talking to might want doesn't mean they will automatically become your customer. People have a mental checklist they are measuring you against. They want to do business with people they like - why wouldn't they? So how can you make yourself more approachable?

Take another leaf out of Dale Carnegie's book and always talk in terms of the other person's interests. You may be a passionate football supporter, but if that is all you talk about, you'll soon find yourself on your own. By learning about your customers, what their problems are and what they are trying to achieve, you can give them the gift of your specialist knowledge.

Knowledge is a currency. Share it generously and customers will reward you by coming back time and time again. **MM**

■ **Chris Day has spent a lifetime as a communicator. Originally an actor and theatre director, he has appeared on television, in films, on radio and on stage. He is currently the CEO of Filament Publishing, a boutique publishing house specialising in training, self help and personal development titles. He is the author of the book Turning your Knowledge into Income.**

■ **Telephone: 020 8688 2598** ■ **Email: Chris@FilamentPublishing.com**



Filament
Media Marketing Publishing

opportunities

OppsFinder

www.makingmoney.co.uk

READER ENQUIRY NUMBER	COMPANY	INVESTMENT LEVEL
BUSINESS & PROFESSIONAL SERVICES		
6162	Bob Welfare Ltd	from £2,500
6182	Brimardon	£2,950
6276	BrokerPlan	£4,495
6236	CLR Consultancy	£5,000 +
6345	Copy this idea	
6352	iPas2	
6321	The Energy Link	
6229	Magnum IQ	\$199
6353	Open Genius	
6188	Passport2Wealth4U	Free to join
6330	Polaris	
6351	Pollixa	
6225	Secure Health	None
6216	Spotlight Marketing	AOR
6217	The Vending Revolution Ltd	From £2,900
6163	The Work Smart Club	
6192	Wade World Trade	AOR
CHILDREN		
6327	Ambassador - Origin Unite	AOR
6140	Barefoot Books	
6298	Captain Tortue	
6308	Jumicar	AOR
6210	The Keepsake Co	From £395
6303	Truly Madly Baby	
6080	Usborne Books st Home	£38
CLEANING		
6128	Enjo Ltd	
6144	Hallmark Cleaning	£397
6222	Ionic Systems	
6181	Ovenmaster	£2,395
6110	The Kirby Company	
6135	VK Direct Ltd	AOR
COMMERCIAL AND INDUSTRIAL		
6320	Electrolux Professional Laundry Systems	£15,000
6332	Gold Solutions	
COMMUNICATIONS		
6105	ACN Europe	
6158	comF5	\$100
6310	Utility Warehouse	£100
6326	Unite Empower	
DROPSHIPPING		
6243	ATS Distribution	
6160	dropshipper.co.uk	From £99.99
FOOD & CATERING		
6293	Best in Glass	
6053	Pampered Chef - UK Ltd (The)	£90
6291	Evolution	£0 - £20,000
6329	Healthy Coffee	

FOR MORE INFORMATION ON ANY OF THE COMPANIES LISTED IN THIS SECTION VISIT WWW.MAKINGMONEY.CO.UK AND CLICK ON 'LOOKING FOR A BUSINESS OPPORTUNITY'. THEN SELECT THE CATEGORY(IES) YOU ARE INTERESTED IN AND FIND THE COMPANIES YOU WISH TO KNOW MORE ABOUT.

Small Investment Big Return

IF YOU NEED ADDITIONAL INCOME BUT HAVE LIMITED CAPITAL TO INVEST, **MAKING MONEY'S** OPPORTUNITY FINDER WILL POINT YOU IN THE RIGHT DIRECTION

Many would-be entrepreneurs are deterred from starting their own businesses by a lack of capital but the Direct Sales industry offers an attractive package of low start-up costs and ongoing training designed to kick-start your new business and generate additional income at an early stage of development.

Making Money's Opportunity Finder is a user-friendly guide to the diverse range of opportunities in the Direct Sales industry and provides up-to-date contact information as well as sound advice from the Direct Selling Association.

Through these pages you will be able to find a product range you feel comfortable with and a company that offers you the opportunity you are looking for. It could change your life for ever.

HOW TO USE OPPORTUNITY FINDER

Details of companies operating in the UK are listed by product group – Health, Beauty, Household, Communications and Miscellaneous. Some companies will appear more than once in the listings as they offer opportunities across several products ranges.

You can obtain further information on any of these companies by either:

- Visiting the company's listed website.
- Completing the pre-paid reader enquiry card in this issue of Making Money, quoting the appropriate reference number

NETWORK MARKETING

Network Marketing adheres to Paul Getty's famous philosophy that it is better to earn a small amount of money from a large number of people than to earn a lot of money from a small number of people. Network Marketing has grown in the UK by over 40 per cent in the last 5 years.

Offering low investment and ongoing training, network marketing is a people business where networkers build teams of like-minded entrepreneurs – who in turn build their own teams. Income is earned from every member of each individual's team and that income usually remains in place while the team is active.

As most of the products and services are consumable by nature, there is an opportunity to build a strong and loyal customer base, thereby creating rapidly increasing earnings and, as most opportunities can be started part time – in tandem with a full time job – it offers a realistic and low-risk entry into the world of business.

DIRECT SELLING

Whilst many companies use both network marketing and direct sales to promote their goods and services, some rely solely on the direct sales approach. Organisations such as Avon Cosmetics and Eastern Energy prefer the direct sales approach where their products are uniquely sold on a person-to-person basis.

A further element of direct sales – referral marketing – relies on individuals recommending products to their friends as a means of sales promotion.

PARTY PLAN

With its UK origins somewhere back in the early 1960s, party plan continues to provide an effective sales platform for many companies. Party plan succeeds through a 'hostess' inviting a group of friends and acquaintances into her home for an informal evening where a party plan representative presents a range of products that can be purchased or ordered during the evening. The incentive for the 'hostess' is usually a free gift from the product range and the party plan representative will use the occasion to motivate guests to host further parties themselves, thereby maintaining the party plan momentum.

Party plan selling is ideal for products where a lot of information needs to be communicated to potential customers. **MM**

ABBREVIATIONS

slm = single level market	drs = drop shipping
ptp = person to person	bo = business opportunity
mlm = multi level marketing	srv = services
pp = party plan	

BUSINESS TYPE

DSA MEMBER
F = FULL
P = PROSPECTIVE

Computer based, currency trading

Commercial & Business Finance Brokerage

Your own training and/or consultancy business

Connecting people and changing lives.

A business you can build a career on.

A proven cash business funding available

Generate huge profits by doing good!

P

F

Children's road safety

Creative business courses inc. support

Start a business that grows with your family

F

F

A home-based business established for 13 years.

Lost cost oven cleaning business opportunity.

F

F

Profitable business from Electrolux

F

Online videomarketing

Utility Warehouse, network marketing opportunity

P

F

Territory dealerships OTE £100,000 PA +

“MM's Opportunity Finder is a user-friendly guide to the diverse range of opportunities in the Direct Sales industry”

opportunities

"They all laughed when I said I was buying houses for one Pound . . . well, they're not laughing now!"

Learn how a 64 yr old cleaner with no qualifications earned £32,400 in just one year, *Part-time*, buying 9 houses, (4) of which were bought for £1 each.



Freddie Rayner

Frightening care home costs for my In laws forced me to look urgently for a bigger income. Starting off at age 64 in July 2012 and finishing in July 2013, having earned £32,400 with £22,000 of the *residual income* over the next 10 years (£220,000)!

All from 9 houses bought in just one year! Now I've written a book outlining exactly how I did it, so you can do it too.

I will show you how YOU can substantially increase your income buying houses without money, mortgages or a bank loan all on a part time basis - Interested?

www.34kparttime.co.uk

FREE INFO NO: 6340

MAKE THE SMARTEST MOVE OF YOUR LIFE...

Start your own smart repair business



SYSTEMS AVAILABLE FROM £500 to £15,000

Full Training Included - No Franchise Fees
No Territory Restrictions
Full After Sales Service & FREE Technical Backup

Ayce Systems Limited



CALL: 01535 691888

www.aycesystems.com info@aycesystems.co.uk

POTENTIAL TO
EARN MORE THAN
£6000
A MONTH

FREE INFO NO: 6138

**READER
ENQUIRY
NUMBER**

COMPANY

**INVESTMENT
LEVEL**

HEALTH & BEAUTY

6001	Amway Europe Ltd	From £26.50
6296	Aquasource	
6286	Arbonne	
6270	Arriba Health	£85
6031	Avon Cosmetics Ltd	Free to join
6231	Bulk SMS Services	
6003	Cambridge Weight Plan	
6297	Ellapure	
6120	Energetix	£30
6269	FM Cosmetics & Fragrances	Free to join
6004	Forever Living Products UK Ltd	free to register
6299	GNDL International	
6292	Helen E Cosmetics	
6006	Herbalife Europe Ltd	From £62
6219	Innerlight	£162
6165	IsXperia	Free
6300	Jo Magdalena	
6010	Life Plus Europe Ltd	Free to join
6122	Lifestyles UK & Eire	
6014	Mannatech Ltd	From £20
6037	Mary Kay Cosmetics (UK) Ltd	£85
6258	Merlin Health	free to join
6126	Miglio Company	From £95
6275	Mona Vie	
6347	Morinda	
6040	Natures Sunshine	
6018	Neways International (UK) Ltd	free or £15
6019	Nikken UK Ltd	£43
6350	NHT Global	
6015	NSA Ltd	
6187	NSP Distribution Ltd	AOR
6020	NU SKIN UK LTD	aor
6042	Nutri-Metics International (UK) Ltd	From £45
6301	NYR Organic	
6022	Oriflame UK Ltd	£15
6072	Partylite UK Ltd	£250
6305	Peggy and Minnie	
6023	Pro-Ma Systems (UK)	Free to join
6280	Proto-col in business ltd	£50 inc Vat
6024	Reliv UK Ltd	£34
6306	SheerSense	
6288	Silpada	
6333	Soft Paris	
6307	Stemtech	
6025	Sunrider Europe Inc	AOR
6302	Tahitian Noni	
6268	Tiens	
6029	TuttoLuxo	£30
6026	Usana Health Sciences	
6027	Virgin Vie at Home	£120
6324	ViSalus	
6232	Xocai	
6289	Young Living	

HIGH STREET RETAIL

6285	Inside Out	
------	------------	--

**BUSINESS
TYPE****DSA MEMBER**
F = FULL
P = PROSPECTIVE

Best Industry for the next 20 yrs

FM offers people a great low-risk business
Forever the Aloe Vera Company

Global nutrition and direct selling company

IsXperia product focused people driven

Leading business opportunity

Earn additional income with Merlin Living
Run your own jewellery business with Miglio

"Safe, effective health & beauty"

F

F

P

F

F

F

F

F

F

P

F

F

F

P

F

F

P

F

F

F

F

F

F

F

F

P

F

P

F

P

F

P

F

F

F

F

P

P

P

Buying a house for £1 really is possible

FREDDIE RAYNER CAN SHOW YOU HOW



Freddie Rayner from Northampton tried out an idea for buying houses for just £1 - and it worked.

So he went on to buy some more, then rented them out to people who wanted to rent now and buy later, as they didn't qualify for a mortgage under the stringent rules that the banks now have for home buyers.

POPULAR

There's nothing new in this, as this was the way that deals were concluded years before estate agents came along. It's also very popular in the USA and Australia.



Lease options sound difficult, but they're not, says Freddie, an ex-cleaner with no formal education, who at the age of 64 needed a way to make extra money part-time.

After educating himself on lease options, he made his first deal. After only one year, his property dealings earned him £34,000 per year - not bad for part-time.

BOOK

Freddie then went on to write his book, called How I Bought A House For £1. He now works at helping others achieve the same and more.

The great thing about doing this is that you get to help people move on with their lives, plus a bonus is that the 'tenant buyers' of these properties are delighted to be able to get on the property ladder now by renting first, then building up equity and a better credit rating that enables them to buy the house in a few years time. And you get paid for doing it. **MM**

FOR MORE INFORMATION

■ Freddie recommends you buy his book. Visit **www.freddierayner.co.uk** to find out exactly how he achieved his goals and then you too could also achieve your goals.

FREE INFO NO: 6340

opportunities

The Ultimate Cash Cow! Business



This business simply - "Oozes" Cash

- **£60,000 to £100,000 plus per year.**
- **Instant cash payments.**
- **No Selling - No Customers - No stock.**
- **Work from home. No physical work.**

Have a life - and an amazing business.

Most business people, generally work very long hours, suffering from "burn out", and stress. That's not what I came into business for!

We work highly productive, short hours. Make your money - switch the computer off, then "have a life" That's what this business is all about.

With personal real time "One to One" back up from Bob, and a money back guarantee. It's the best opportunity available today.

If you want the financial security that comes from being your own boss. Working in a recession free business - that can never go away. A business that puts you in control of your life. Then you simply have to take a look at the Free DVD.

Call Bob: **01803 606651** for your **free DVD**

Using my personally developed methods and techniques, you too can profit from the Professional Transaction Business.

Latest News.

★ Paul exceeds £100k per year
See how one of Bob's trainees, broke the £100k per year target.

FREE DVD - Reveals it all.

Before you consider any other business, you need to take a look at the professional transaction business. It will totally change the way you think about making money. It makes all other businesses look like hard work. Why? Because compared to this - they are.

Bob doesn't hide behind web sites. Work with a **real person** "one to one" - not a web site. Call Bob today for the free DVD. Personal "one to one" training is the best way to success. **Don't risk your future on anything less.**

Limited places available.

"How You Too Can Build A 6 Figure + Automated On Line Business From Scratch in 12 months or less!"

Turn your passion into profit, take YOUR idea and make it happen!

Learn how Melisa a PA to an executive made more money than her boss in her first year running her OWN on line business PART TIME with absolutely NO prior business experience or knowledge!

Hear in Tom's own words "Within three months, I was selling £14,000 worth of content packages each month, and I had doubled that in another six months!"

Veronica "built" a £7900 per month business within her first years trading with NO business experience when she started.

Want to know HOW they and many others all did it?



We took their idea, did a viability study, built the business for them and handed it over fully functioning with sales coming in, then coached them 1:1 with a marketing specialist for 12 months!

Will yours be the next success story?

**Learn How,
Get Your FREE CD here**



www.YourProfitableOnlineBusiness.com

FREE INFO NO: 6162

READER ENQUIRY NUMBER	COMPANY	INVESTMENT LEVEL
-----------------------	---------	------------------

HEMOCARE & PROPERTY MAINTENANCE

6049	Betterware plc	Free to join
6007	Kleeneze Limited	From £0 to £185
6309	Kwik Kerb	£48,356
6344	Lawnrite	£5,000
6328	Momentis	
6081	Vorwerk (UK)	Free to join

LETTINGS & PROPERTY

6131	Buy As You View Holdings	AOR
------	--------------------------	-----

MOTORING SERVICES

6138	Ayce Systems	from £1,095
------	--------------	-------------

PRINT & PROMOTIONAL SERVICES

6295	Able Labels	
6063	Creative Memories	
6277	Cut Out Your Coupons	£3,500+vat
6331	Index Books	

SERVICES

6154	1virtual.com	From £8,500
6176	ASC Financial	minimum £25000
6180	HM Marketing	
6148	The Internet Business School	
6148	Logicworks	AOR
6220	MLM Messaging	
6234	Mr Site	
6198	National Business Register	n/a
6149	Xpres	n/a

TRAVEL & LEISURE

6263	Happi Group	Free to join
6287	Pinnacle Global Investments	£395
6079	Traidcraft plc	£38
6290	World Ventures	

FREE INFO NO: 6356

**BUSINESS
TYPE**DSA MEMBER
F = FULL
P = PROSPECTIVE

Work for yourself with an 80+year old British PLC

Continuous concrete coloured edging

The framework for your own successful lawncare business

F

F

SMART Repair Business opportunity.

P

F

We arrange Business Finance for Business People

Earn from home the simple way.

Home based travel consultancy



Popular choice

SEVEN DIRECT SELLING COMPANIES TELL
LYNDA MILLS OF THE DIRECT SELLING ASSOCIATION
WHAT THEIR TOP-SELLING PRODUCTS ARE

Around £2 billion worth of products are sold each year in the UK through direct selling. That's a staggering amount, but what products are the best sellers in the world of direct selling?

REVEAL

We spoke to a few of our Direct Selling Association member companies to find out.

- Herbalife's top-seller is its Formula 1 protein shakes, which help support a healthy lifestyle and nutritionally balanced diet.
- Neal's Yard Remedies' most popular product is the anti-ageing Frankincense Intense cream with ingredients including peptides, argan oil and frankincense.



- Stella & Dot's best-sellers include the Sutton Necklace, which can be worn in five different ways, the striking Pegasus Necklace and the Rebel Pendant.
- Forever Living's flagship product and top-seller is its Aloe Vera drinking gel. Last month over 45,000 bottles were sold in the UK.
- The Pampered Chef's most popular seller is the food chopper, which is able to chop virtually anything, including cooked meats and nuts.
- Usborne Books at Home's best-seller so far this year is the My Reading Library It contains the first steps of reading in three sets, containing up to 20 books in each set.
- USANA Health Sciences' current top-seller is the MyHealthPak. This is a month's supply of individual morning and evening supplement packs, each containing up to eight USANA supplements.

PASSIONATE

With so many member companies in the DSA and their award winning products, you are sure to find something you feel passionate about.

With the support of your chosen member company, you can meet like-minded people, grow your business and enjoy the flexibility direct selling provides. **MM**

FOR MORE INFORMATION

- To find out more and for details of how to get involved visit **www.dsa.org.uk**.

HOW TO...

Start Your Business

In this regular new feature we offer some stimulating food for thought for those taking their first tentative steps on the road to becoming their own boss



start your business

How to start a business

WHAT YOU NEED TO KNOW



The first step on the startup path – even before you have your breakthrough business idea – is making the decision to start your own enterprise. You might not know what kind of business you'll start yet or how you will operate – you just know you want to be your own boss.

If that describes the stage you are at, congratulations – you are right at the beginning of an exciting journey. The future might be uncertain but there are plenty of decisions you can make that have a direct effect on the fate of your business. And as you are just starting out, here are some basic tips and points to consider.

STARTING SMALL

You don't have to quit your job and take the risk of starting up a business without regular income to fall back on – you can start small, keeping your day job, working in your spare time and building up your business gradually. Although it won't feel like a clean break and will require hard work and sacrifices, it's a much less risky way to start your own business. Also, if you decide running a business is not for you after all, you won't have the hassle of getting another job.

THE ONLINE OPTION

Starting your own business has never been easier. In many cases, you can save on costs by starting up online rather than opening a shop or renting premises. Even if your line of business means you need a physical presence, a website and strategic use of social media can be effective for promoting your business – and it's relatively cheap, too.

RESEARCHING YOUR IDEA

Once you have your business idea, you should do your research and find out if it's really viable. Build up a picture of your target customer and find out how you can serve their needs better than the competition. You could even perform your own market research by setting up a focus group – advertise for participants or recruit them via social media and get their thoughts and feedback on your potential offering.

BUSINESS STRUCTURE

It's important to decide on the most appropriate structure for your business because it will affect the way you draw capital from it and pay tax. Options include forming a limited company, a partnership or working as a sole trader. An accountant will be able to advise you and help you decide.

FUNDING

Depending on how ambitious your plans are you might need to secure funding for your business. If so, look into all the options at your disposal. It's worth investigating whether you're eligible for any government funding schemes such as small business grants. You could also approach your bank for a business loan. Friends and family might be interested in making an investment in your business, or you could try pitching your idea to angel investors or using a crowdfunding website such as www.crowdfunder.co.uk.

KNOW YOUR LEGAL REQUIREMENTS

As a business owner, you need to make sure you're up to speed on things like tax law, intellectual property and health and safety. Get professional advice if you need it. And Keep HM Revenue & Customs informed of any changes to your circumstances.

SHOP AROUND

Research suppliers, manufacturers, wholesalers, logistics firms and accountants to make sure you'll get quality service for the lowest possible cost. You need to think about the bottom line and maximise your profit as much as possible. Without cutting corners, you need to get the best deals you can – so do your homework and be prepared to negotiate. **MM**

start your business

How to start a landscaping business

IT'S A THRIVING INDUSTRY PROVIDING YEAR ROUND WORK



Gardening has long been an obsession with British homeowners. However, there are some tasks that are beyond even the keenest and greenest-fingered gardening enthusiast – and that's why landscaping is a thriving industry.

If you love working in the great outdoors and have the right practical skills, a landscape gardening business could be for you. Although you might assume it's seasonal work, there are enough jobs to keep landscapers busy all year round.

It's not something just anyone can do, though. Not only is it very physical work, but there are a range of services you'll need to provide, many of them requiring specialist knowledge.

You'll obviously need a good grasp of garden design but the job could also involve building, paving and other stonework, carpentry, joinery, decking and fencing, draining and irrigation, installing water features and wind structures – and all-round hard graft. And, of course, the job requires a thorough knowledge of plants, trees and growing conditions.

TRAINING

So it's likely you'll need some level of training for your landscape business. Work out what you need

to learn and research the relevant college courses available in your area, such as NVQs. You could also try finding work with an established landscaper to gain the necessary knowledge on the job – the experience could stand you in good stead and it could help you decide whether you're suited to the business.

Although setting-up costs for landscaping businesses are relatively low, the amount of money you'll need will depend on the specific services you'll be offering. You'll require a van and the basic tools as a minimum, but it might be best to build gradually and hire the bigger and more expensive equipment during the startup stage.

INVESTMENT

Your basic tools might include: petrol mower; petrol trimmer; saws; leaf blower; fork; spade; hoe; shears; loppers; secateurs; trowel; wheelbarrow; ladder. Equipment to hire could include: cement mixer; cutting machine; angle grinder; compactor; chainsaw.

To get business, you obviously need to let people know about your services so get plenty of cards and fliers printed and distribute them all over the area you intend to operate within. Also

leave cards in shop windows and get knocking on doors if necessary.

REPUTATION

Your reputation will be your most valuable business asset. Word of mouth can play a big part in building your enterprise so look after your customers and make sure you provide a high standard of work. Reliability is essential – you'll often be at the mercy of the weather and there's not much you can do if conditions prevent you from working. However, you need to plan sufficiently and be flexible enough to accommodate your customers and make up for lost time where necessary.

REGULATIONS

Don't neglect health and safety regulations. Also consider your business insurance needs, such as public liability cover and professional indemnity insurance. If you take on employees outside of your family, you'll also need employer's liability insurance as a legal requirement. Many insurance providers offer packages tailored specifically for landscape gardeners, so shop around and find a suitable deal for your enterprise. **MM**

How to start an online dating business

NEW ENTRANTS SHOULD FOCUS ON DIFFERENTIATION AND FINDING A NICHE



There used to be a stigma to using a dating agency to find love, but the internet has changed all that.

Online dating has become enormously popular over the last 15 years. It's estimated that one in five relationships worldwide start online, and according to the Daily Mail, the internet dating industry contributed around £170 million to the UK economy in 2012 – the highest turnover of any European nation, ahead of Germany with £164 million and France with £99 million. The paper estimates 1,500 of Europe's 5,000 dating websites originated in Britain.

Such is the importance of online dating to the UK economy, the Office of National Statistics (ONS) has added the cost of it to the basket of goods and services used to calculate inflation rates.

OPPORTUNITY

So if you're thinking of starting an online dating business, it's fair to say you'll be entering an industry rife with opportunity. What's more, internet dating is among the few areas of business unaffected by the squeeze on disposable income following the economic difficulties of recent years. In fact, many agencies reported a rise in membership during the recession.

Kate Devine, online marketing manager of mysinglefriend.com, told Huffington Post UK: "Online dating is an industry that can sustain a recession – people may cut back on luxury items and the amount they go out and stay at home instead. This makes online dating websites an appealing and more affordable place to meet new people."

Karl Gregory, UK and Ireland managing director of match.com, agreed, commenting: "It's traditionally a time for people to reassess their life priorities, meaning that relationships are front of mind."

COMPETITIVE

However, as the figures suggest, it's a very competitive area. The big names tend to dominate the mainstream market – meaning new entrants should focus on differentiation and finding a niche. But even that could prove a challenge, with so many niche sites already in existence, such as JDate (for Jewish dating), Asiand8, Muslim & Single, Uniform Dating, Veggie Romance and Yoga Romance. There are even specialist sport lovers' sites such as Sporty Singles and Rugby Lovers.

So you could have your work cut out finding room in the market. If you think you've found a niche, research the idea thoroughly to make sure it's not already covered by another site. You also need

to find out whether there's actually a market for it so find out the relevant numbers relating to your potential customer base.

LOW START-UP COSTS

Set-up costs for the business should be relatively low. You can start the enterprise from home and your main expense will be the cost of building your site – you'll need to purchase a domain name and pay hosting and web design fees, etc.

Think carefully about what you charge your customers. It might be an idea to offer free trials to grow your list of members. You could also encourage long-term sign-ups with discounts and special deals. Have a look around at similar sites to yours to get an idea of the payment plans available and refine them to suit your business model.

You'll need to comply with privacy laws regarding your members' details and data. For more information, visit the Information Commissioner's Office (ICO) website: ico.org.uk/for_organisations.

Also consider joining the Association of British Introduction Agencies (ABIA), which provides a code of practice for members and can help you with advice and guidance. For more information, visit: www.abia.org.uk. **MM**

business mentors

Trusted advisers

DAVE HOWELL **EXPLAINS** HOW START-UPS CAN GET THE MOST FROM A BUSINESS MENTOR



Who do you go to for business advice? Often, small business owners struggle with a wide variety of issues, when advice and mentoring is in ready supply.

Research carried out for Growth Vouchers, a government programme that helps businesses cover the cost of professional advice in areas such as finance, cash flow, management skills and sales and marketing, found that 69 per cent of decision makers in small businesses have approached someone in their personal life for help, compared to 57 per cent who have taken advice from a professional.

POTENTIAL

Business minister Matthew Hancock says: "Expert business advice is incredibly important for many of the UK's smaller firms and helps make sure they reach their potential. We know professional advice can be costly and that there is a lot of choice out there, so we are simplifying the government's business support schemes to make it easier to find and access the right support at the right time. This is all part of our plan to make the UK the best place in the world to start and grow a business."

Asking for help is never easy, but those businesses that have actively engaged with mentoring services almost universally report they have benefited from the relationship. Owner/managers in particular lament the fact that it can be lonely at the top, but mentoring delivers not only practical advice, but also someone who can act as a sounding board when required.

"Mentoring has been around for many years," management consultant and business coach Ivan Goldberg says. "I acted as a mentor 30 years ago for candidates of the Prince's Trust. Changes in the understanding of mentoring and a better definition have resulted in a more professional approach."

"Mentoring is not consultancy or coaching, although there are facets of each included. It is the ability of the mentor to develop expertise out of experience and then communicate it in an understandable and useable form."

Aimed at the small and micro business owner, the Get Mentoring scheme led by the Small Firms Enterprise Development Initiative is one of the many new resources that have become available over the last few years. Mentorsme.co.uk and Menter a Busnes have also been providing qualified mentors to a wide range of businesses, with mentoring also available from the Institute of Enterprise and Entrepreneurs.

Mentoring has been shown to deliver sustainability across the small business sector, with 70 per cent of small companies that use mentoring surviving more than five years, which is double the national average, and 20 per cent more likely to expand.

However, many owner/managers don't use mentors because they misunderstand how the relationship operates, the potential costs involved and because of an unwillingness to ask for the help they need.

"For an effective relationship, there needs to be willingness on the mentee's side to receive advice positively and objectively, as well as for the mentor to understand they could be providing sensitive feedback on a business that is incredibly emotionally important to its owner," Cat Elliot, senior partner recruitment manager at online retailer notonthehighstreet.com, says.

REALISTIC

According to a study of mentoring in the creative sector by innovation charity Nesta, mentoring improves owner/managers' abilities to analyse their companies, whether in terms of financial management, sales opportunities or competitive positioning. This means mentees may see their businesses in a more realistic and detailed light at the end of the mentoring. It is therefore not hard to understand how the greater wisdom and perspective they gain through the mentoring process also makes owner/managers more adept at recognising the challenges their businesses face.

Recognition that a mentor can be of value is the first step to using these services effectively. When key decisions have to be made, owner/managers need a sounding board, which is where mentors can offer practical, actionable advice. Also, mentors are able to look at your business objectively and assess how it can be improved or how effective your business planning has been.

Finding the right mentor is vitally important, as Dr Mark Mason, chairman of app development company Mubaloo and chairman of the Prince's Trust leadership group south west, says: "Too much experience from a mentor who is from a larger company may mean the mentor has forgotten some of the early challenges. Often, when the mentor started out in business, the landscape was completely different. The challenges that existed in the past may be completely different to the challenges being faced today."

Rachel Cheetham, manager at business support specialist GrowthAccelerator, believes it's important to make a distinction between mentoring and coaching: "They are similar forms of support, but slightly different, so it's important to consider which will be of the most benefit, depending on your needs."

"Coaching focuses on the business, its performance and the broader picture, while mentoring focuses on the abilities of the individual. It doesn't matter where you are with your business or your career, you will always benefit from having that independent pair of eyes to support you and help you focus."

Mentoring has evolved over the last few years. And as with any service, it is important to take your time and assess your needs honestly. Only then will you be able to locate and work with a mentor that will deliver what you require.

Owning and successfully running a small business means keeping a number of plates spinning simultaneously. Often forgotten is the support owner/managers need at each stage of their business' development.

"The power of having someone on your side, but neutral to talk things through with, must not be underestimated," Rachel Clacher, co-founder and director of telephone answering specialist Moneypenny, says. "Sometimes the simple act of vocalising a problem or situation can have a profound effect on your ability to find a solution. If you don't have someone ready to listen, you don't get the opportunity to talk things through."

There are a number of formal resources that can put business owners in touch with appropriate mentors, but don't forget your own network. If you admire another business owner, why not ask them for advice? Often, the request will be well received. The relationship you already have with that business owner is the perfect foundation onto which to build an effective mentor/mentee relationship.

CHALLENGE

Dr Mark Mason says: "A mentor should always challenge you, play devil's advocate if you like. They are not there to make decisions for you, but help you see the wood for the trees. So expect the relationship to be challenging - if it isn't, you won't learn anything. As someone once said to me, if two people agree, one is unnecessary."

A mentor can't resolve an issue by waving a magic wand. They can advise you on something specific, but often a mentor will offer the best advantage over the longer term as someone you can speak to when planning the development of your business.

As a lone owner/manager, it can be difficult to gain perspective, as you are so close to your company. A mentor has the distance and independence that can be invaluable. **MM**



Mentoring improves owner/managers' abilities to analyse their companies

education market



Selling to students

PAUL CLAPHAM IDENTIFIES THE ROUTES TO MARKET
AVAILABLE FOR THIS POTENTIALLY LUCRATIVE SECTOR

Here are two diametrically opposed views of students: they're the future of a successful economy - the quality of our graduates is what will keep us in the economic premier league - or they're a bunch of rioting layabouts on a subsidised three-year holiday, punctuated by essays on irrelevant tosh. I didn't make those comments up - I took them, broadly, from national newspapers.

Here's another take on students: they are a market of some 3.5 million with spending power totalling £15 billion per annum. Also, by contrast with other similar sized groups, they are narrowly definable by age, educational standards and location.

FIT IN

Students, whether part-time or full-time, have a need to fit in. 'Joining' is an important element of the first year and while it tends to drift off in later years, it's still important. What's more, they do a lot of joining and are amenable to the t-shirt or other badge of membership that goes with it, which includes a variety of university and local sports clubs.

An important factor is that the student market moves at a pace. The experience you learned when you were a student yourself is now out of date. It's a general view that students understand how the student market works currently, but graduates don't. The more dust there is on your degree, the less you know. Given current tuition fees, that applies even to relatively recent graduates.

What you may not know, above all, is how sophisticated access to the student market has become. It is researched, there are specialist providers and a whole raft of routes to market. It has the further benefit of being local, regional and national. You can work the student market into all aspects of a business plan.

The market is also attractive to a lot of business sectors. Financial services, retailers and a raft of mainstream brands make specifically targeted efforts to reach the sector who are tomorrow's big earners and business managers. Each year brings with it a new group of customers with spending power. It's also common that students stay close to their university town after graduation, so building a student database locally can have longer-term value.

The market is typically seen as difficult to reach. As ever, it's about how you capture your audience's attention. A factor in creating this perceived difficulty is that there are many hundreds of colleges - from further education up to universities - and each one is different.

Freshers' fairs are a traditional business opportunity, but they are still an important route to market because they offer a way to sell to students before they have developed purchasing habits in their new environment. They also have money burning a hole in their pockets.

OVERCOMING BARRIERS

The general view of experts is that the first barrier to overcome is the one in your own mind. If you regard students as broke layabouts, you will never sell to them. These are intelligent people who want to engage with brands and services. Avoid overtly selling yourself; instead understand students' needs and start a conversation about them.

Visit campuses and be clear about what advertising and communication methods are available. It's a crowded market and you need to stand out. It is also advisable to stick to official channels. Students respond better to suppliers who appear to have the approval of the student union,

so focus on the official local and national student organisations' advertising channels.

Guerrilla marketing tactics have achieved some high profile successes in respect of awareness on campuses and there's plenty of evidence that students like this. There's less evidence that it delivers sales success. It certainly doesn't build a relationship between you and the student body.

I'd recommend taking advice from specialists. As you'll see below, there is a veritable Aladdin's cave of choice of routes to this market and it's not instantly obvious what will work for you. For most readers, there will be one or two specific universities/colleges of interest. Start by talking to the student union and its or the university's marketing manager. I'd also recommend some 'jugs of beer' research. Talk to a small group of students, say four or five (this is where the beer comes in), and find out how your market works at that university.

There is a further important commercial benefit from doing this work. If you want customers on that campus, you can be sure plenty of other businesses in your catchment area think likewise. If you can become something of an expert in the local student market, you can expect to sell to other customers.

Have a look at the services offered by BAM. The company describes itself as a gateway to the student market for businesses and it's a pretty wide gateway. It operates as a specialist agency providing official access to a host of market routes. These include over 500 freshers' fair venues, nearly a million student goodie bags, 750,000 wall planners, 500,000 official student emails and close to one million student mailing addresses.

Importantly, BAM isn't just about leveraging big brands into student union shops and bars. Although it's got plenty of experience in that area, BAM also works with a wide variety of smaller companies. A relevant example is the work it's done with Flexistore at the University of St Andrews. This is a company that wanted to sell holiday storage to students. BAM put Flexistore on St Andrews Radio and the enquiries started coming in immediately - 25 on the first day of the campaign - demonstrating that a traditionally business-to-business company can develop sales in this sector.

The NUS has a very active trading arm called NUS Services and a large part of its activity is built around the Extra card, which is essentially a national discount

card for students. There is a lot more, including a direct marketing facility to reach Extra card holders, an e-marketing facility and an e-booklet that goes to cardholders - these achieve open rates of over 40 per cent, which is massive. NUS Services is also the route to reach student union officers - the paid staff who keep colleges working. They run a purchasing consortium and as a means to communicate with them there's an exhibition, a monthly magazine and a facility to email members.

Here's the experience of Simon Elliott who set up Clifton Clothing while he was at university specifically to provide quality printwear to students at fair prices.

Simon says the best way to sell to students is a combination of good prices, service and clarity. Students are unlikely to realise, for instance, that a headline price excludes VAT and delivery. He stresses that the close knit nature of a university campus means both positive and negative word of mouth spreads quickly. He also says good service is vital, since students have work deadlines and they want: "Straight answers and all the hassle taken off their shoulders, which can greatly impact on what price sensitivity they have."

LONG-TERM DIALOGUE

The student market is fickle. Students distrust marketing and suppliers should recognise that cynicism and engage openly with it. Your first contact with students should present a company ready for long-term dialogue, not corporate in style and not hunting a fast buck.

Editors of student newspapers are always looking for new material and free giveaways. If you can fill that gap, bingo. The principle is to get the local student community talking about the idea and absorbing your sales message in the process, rather than trying to bang home that message up front.

Have someone responsible for developing relationships with influencers on the campus. In particular, keep it personal. Replace impersonal emails sent to potential targets on committees with something more personal. This is easier than it sounds because their profiles typically feature on university websites. Use this process to establish your own business character - some humour is indicated. It's not an overnight process, but establishing valuable long-term business relationships never is. **MM**



business deals



Just say no

TREVOR JOHNSON REVEALS THE 10 DEALS EVERY ENTREPRENEUR SHOULD AVOID

Roy Robson's online grocery business was turning over nearly £300,000 a year, but bad debts had temporarily cut cash flow to a trickle. When two of his investors offered to put in extra cash in return for more equity in the company, Roy snapped their hands off. He was so pleased to get the money, he didn't give a thought to the possible consequences.

A year later Roy was fired from the north west of England company he had created and the two investors took over. Roy was bewildered and horrified, but any lawyer could have told him what was likely to happen if he signed the agreement he

was offered. Buried among the small print was the likelihood he could, in certain circumstances, lose control of his company. Which is exactly what he did.

"There are times in business when you should instinctively say no," management consultant Bernard Faulkner says. "Remember, money is usually accumulated over time, through talent, hard work and a little luck. If someone promises you the moon and you can't figure it out, don't ask: 'What's the catch?' Just say: 'Thanks, but no thanks.'"

Studies at the London School of Economics recently showed that there are at least 10 deals every entrepreneur should avoid and one of the most

common is the one that threw the unsuspecting Roy Robson out of the boss' office.

So here's a rundown of deals you shouldn't say yes to:

DEALS YOU DON'T FULLY UNDERSTAND

Consultants joke that the big print giveth and the small print taketh away, but there's a lot of truth in that. Make sure that before you sign a formal document it answers these questions:

- Exactly what are you responsible for?
- Exactly what is the other side responsible for?
- What rights do you have if they don't perform?

- What rights do they have if you don't perform?
- How long will the deal last?
- How are approvals, control and ownership divided?

Says Bernard Faulkner: "Investors generally want equity in a company because with it comes ownership and possible control of the enterprise through voting rights. In Roy Robson's case, he took his eye off the stock ledger, allowing the investors the majority vote, and out he went."

Remember, the more important and complex the deal, the more you should understand the consequences - and that means getting professional help, preferably from a specialist lawyer. Read everything carefully - especially the small print - and ask lots of questions.

DEALS PUSHED THROUGH IN A HURRY.

Experts warn that very few genuine deals have to be done this way. According to Charles Forrester, a management consultant and the author of *Get a Good Deal*: "Any urgent deadline is usually a classic sales gambit to force you to make a snap decision you haven't had time to think through properly."

"If you are being hassled, ask for a detailed reason for the hurry and check the reaction when you ask for an extension. If you can, contact someone inside the company for additional verification. Don't be rushed, however much they pile on the pressure."

A DEAL REQUIRING MONEY UP FRONT

Structure the negotiations so that you hand over the money gradually and only when you're satisfied with the progress of the deal. Take collateral or leave yourself a way to cancel payment if necessary. Possession is nine tenths of the law and the moments between giving and getting are when the deal makers are at their most vulnerable - and con men most effective.

ANY DEAL INVOLVING PREVIOUSLY UNKNOWN PEOPLE OR COMPANIES

If you don't know who you are dealing with, it's high time you found out. Let the other side know you intend to thoroughly check them out - and then do it.

Talk to people in your local business community, take up references, get a credit report and check licensing and professional history with Companies House. If you think you should go further, why not hire a private investigator? 90 per cent of what you'll need is on public record, such as information about lawsuits, any criminal history, business failure, property ownership, etc.

A DEAL THAT COULD BE A PYRAMID SCHEME

Multi-level marketing is a legal way of selling to consumers through independent distributors. But pyramid schemes are illegal set-ups in which earlier participants in the plan are paid with the money taken from new participants they recruit. So how can you tell the difference?

Charles Forrester advises: "If a company urges you to buy large amounts of goods at the beginning of your relationship or promises that you will earn vast amounts after only a few weeks, don't get involved until you have done a lot more research and then only with great caution."

"Instead, look for companies that offer a legitimate, fair-priced product and aren't afraid to buy back your unsold goods."

ANY DEAL IN WHICH YOU FEEL YOU'RE BEING INTIMIDATED OR MANIPULATED.

"Bullies use intimidation because in the short term it often works," Charles Forrester says. "Look out, too, for the charm offensive and the 'good guy - bad guy' ploy."

"If you feel you are being intimidated, you can ignore the threats and keep talking about the issues. You can say you know what's going on and ask them to stop. Or you can simply walk away."

A deal involving tax avoidance or tax havens

"The days of the tax motivated deal are long gone," Bernard Faulkner says. "The loopholes have now been narrowed and in many cases closed, as recent cases involving celebrities have shown."

"Make sure the deal has real economic value, regardless of any tax considerations. Get a good tax lawyer to vet the deal - in writing - before you sign."

A DEAL THAT ARRIVES THROUGH AN UNSOLICITED PHONE CALL OR EMAIL

This should always be regarded with the deepest suspicion. Telephone and internet scams are currently costing us £20 billion a year and warning signs include refusal to send written material, immediate requests for bank account and credit card details and high pressure sales tactics.

If you're suspicious about a call, ask the following questions:

- Would you run all this past my lawyer?
- Who can I contact to check on your company and credentials?

"The more important and complex the deal, the more you should understand the consequences"

- Have you a website that explains exactly what you do and who runs the company?

ANY DEAL INVOLVING A COMPANY WHOSE EXECUTIVES AND STAFF HAVE CHANGED RADICALLY RECENTLY

The reasons behind these departures may tell you more than any financial statement or prospectus.

With high profile companies, this information is often on public record. With smaller businesses, the truth may be harder to come by. If you're lucky, someone may tip you off, although often fear of litigation keeps things quiet.

Work your contacts and look for clues in financial statements and other documents. For instance, if you find a company's accounts are prepared by a different accounting firm each year, alarm bells should ring. Unless you can find out exactly what's going on, it might be wise to look elsewhere for a deal.

ANY DEAL THAT SOUNDS TOO GOOD TO BE TRUE

Because it probably is. How do you turn it down without offending those who made the offer? Who knows, you might want to do business with them in the future.

According to business consultant Jared Lewis, you should:

- Write a polite letter giving reasons for declining the business. For example, a full order book, lack of capacity or staff illness.
- Have it checked by a lawyer for any possible legal backlash.
- Send the letter with a handwritten card of thanks for offering the deal.
- Follow up with a friendly phone call in about a week, giving the other side chance to comment on your decision.

Apparently, when the new owners approached Roy Robson two years after his sacking with an offer to return and take over the near bankrupt business, Roy, now CEO of a rival company, decided against writing a conciliatory letter declining the offer. He preferred a very short reply over the phone. **MM**



Telephone and internet scams are currently costing us £20 billion a year

Design trends

WHAT ARE THE CURRENT
LAPTOP DESIGN TRENDS
AND HOW USEFUL ARE
THEY? **PAUL RIGBY**

INVESTIGATES



In the last few years, the laptop category has undergone massive changes, starting with the sea-change shift to slimmer, more portable designs. It has also spun out into different directions, as hybrid designs have come to market and new computing philosophies have grown in prominence.

Some of these are simply continuations of general trends in computing, like the move toward thinner and lighter ultraportable designs in general. Others, like hybrid designs that merge laptop and tablet, are direct responses to market shifts. As tablets grow in popularity, laptop makers have taken on the challenge of offering tablet capabilities in versatile new laptop designs.

But while it's easy to see the trends that have taken hold of the current laptop market, it's not always so simple to pinpoint where they got their start. While some of these design concepts may have popped up even earlier than shown here, there are specific models that proved certain concepts viable or brought a new idea into the mainstream.

ULTRABOOKS

The biggest trend in personal computing today is the ultrabook. Over the last two years, the once-staid laptop has shifted to become not only more mobile, with an emphasis on battery life and lightweight designs but more versatile, with the addition of touch-capabilities.

Take, for example, the Samsung ATIV Book 9 Plus. The 13-inch laptop measures only 0.54-inch thick and weighs a little more than three pounds, making it immensely portable and easy to use on the go. The internal battery lasts for more than eight hours of use and for days of standby time, which means you don't have to worry about packing along a charger or making it through the day on a single charge. All this comes with impressive performance and a gorgeous 3,200-by-1,800 Quad HD+ touch screen.

Until late 2011, however, the ultrabook was still just a concept. Born to compete against the Apple MacBook Air 13-inch, which really shifted perceptions of what portable productivity could really be, the entire ultrabook line started with the Asus Zenbook UX31-RSL8. It was the first to hit the market being called an ultrabook and the first in what would become the new standard for laptops.

The slim design ditched several features in favour of thinness, shedding the optical drive and several ports, slimming down to a respectable 0.66-inch thick. With more than six hours of battery life and performance that topped the popular Apple MacBook Air, the Asus Zenbook UX31-RSL8 set the tone for the then-nascent category.

The Apple MacBook Air 13-inch (Thunderbolt) stepped up the ultraportable concept with a newer Intel Core processor, offering a surprising amount of productive capability in such a slim design. That change altered public perception of what a laptop could be and brought to mainstream consciousness the expectation that the PC could be light, portable and long-lasting without breaking the bank.

FLIP CONVERTIBLE HYBRIDS

The idea of a laptop that doubles as a tablet isn't even close to new, the first Microsoft Tablet PCs came out more than a decade ago. But after the Apple iPad brought tablet computing into the mainstream, the need for devices that bridge the gap between laptop and tablet grew and Intel began pushing for hybrid products that merge the two. Over time, we've seen several different

approaches to the convertible design, with systems that slide and pivot and flip between tablet and laptop modes.

The design that has clearly come out on top is Lenovo's Yoga systems, which uses a 360-degree hinge that opens up like a laptop, then opens further, letting you fold the display back around into a tablet configuration. While many competitors like Dell and HP have new hybrids that use similar folding hinges, Lenovo's IdeaPad Yoga 2 Pro is still the best of the bunch.

But while there are plenty of Yoga-like designs, they all owe a great deal to the original Lenovo IdeaPad Yoga 13, which debuted in late 2012. The innovative design offers both literal and figurative flexibility, letting you use the system as a laptop, tablet or either of two display modes in between. The simplicity of the hinge has a straightforward appeal, especially for shoppers confused by more complex designs that twist and latch.

PIVOTING CONVERTIBLE HYBRIDS

While plenty of attempts have been made to find other mechanisms for convertible hybrids, only the pivoting display seen on the Dell XPS line has offered a real alternative to Lenovo's Yoga hinge. The pivoting display is bordered by a sturdy frame that makes switching from laptop to tablet modes quite simple, and the elegant pivoting display is impressive on a gee-whiz level as well as a technical achievement. The current Dell XPS 13 is an excellent example of this design.

But while the pivoting display found its home on Dell's premium XPS line, it had slightly humbler beginnings, first appearing on the Dell Inspiron Duo, an early attempt to take on the iPad with a convertible netbook. While it wasn't particularly impressive as either a tablet or a netbook, the design was intriguing and when Intel's big push for hybrid devices began, the rotating display took centre stage in several advertisements and even had a cameo in the film, *The Dark Knight Rises*.

DETACHABLE HYBRIDS

But convertible designs are only one half of the hybrid category. Other attempts to wed tablet

and laptop take a more literal approach, using a detachable tablet that docks to a separate keyboard for use, like a traditional clamshell laptop. Tablets, however, don't usually allow for the same sort of cooling hardware that laptops and ultrabooks do, forcing design teams to build tablets around low-powered Atom processors. The latest round of improvements has dramatically improved the performance of Atom CPUs and the devices that use them. One is the detachable hybrid Asus Transformer Book T100TA, which pairs a 10-inch Windows tablet with a docking keyboard.

ULTRA-HD OR 4K DISPLAYS

The latest arms race in the laptop category is screen resolution, with the sprint to get 4K displays into premium systems. The first to deliver on the 4K UltraHD promise thus far is the Toshiba Satellite P50T-BST2N01 but it won't be the last. Aside from the gorgeous display, the Toshiba P50T-BST2N01 is also a pretty good laptop in its own right, offering Intel Core i7 processing and Nvidia graphics.

CHROMEBOOKS

The last major trend we'll examine here might not have as big an impact on the outward design and features of the laptop but in some ways it's a bigger shift away from the laptops of the past and it's sure to change PCs in the near future—I'm speaking, of course, about the Chromebook.

Google's own answer to overly expensive laptops, these inexpensive devices are more like reimagined netbooks, boasting just enough hardware for Web browsing and just enough of an operating system to support the Chrome Browser.

Since then, the Chromebook has emerged as a hot seller, with models from Acer and Samsung topping Amazon's Best Seller lists, and Chromebooks popping up in homes and schools across the country.

It has been an interesting and innovative last few years in the laptop space. With new developments, such as Intel's 40-nanometer CPUs and ARM-equipped notebooks, coming into play, we can't wait to see what the coming years have in store. **MM**



wearable technology



On the cusp of a cultural shift

THE WEARABLE TECHNOLOGY MARKET COULD PRESENT A BIG OPPORTUNITY FOR SMALL BUSINESSES, **DAVE HOWELL SAYS**

As you read this, Apple will be readying its new watch, which all eyes will be on to see if the company can once again legitimise a new technology sector. Wearable devices are, of course, not new, but have increased in popularity over the last three years - driven mainly by the fitness market. However, wearables look set to break out of the gym and become the next mass market consumer technology 'must buy' to rival the smartphone.

According to December 2014 data from research agency Clicked, only seven per cent of UK adults currently own a wearable device. However, a far

healthier proportion - 19 per cent - said they were interested in owning such technology.

WORLDWIDE REVENUE

IT research specialist Gartner predicts the worldwide revenue from wearable electronic devices, apps and services for fitness and personal health will increase from the 2013 figure of \$1.6 billion to \$5 billion by 2016.

Professional services firm Deloitte warns that businesses should not wait for consumer markets to settle and conventions to be established. Because the wearables ecosystem can benefit from the

proliferation of niche players, companies don't need to hold off until marketplace standards or leaders emerge. The door is open to early experimentation and to usher in the next wave of mobile innovation.

There is certainly a buzz around the next wave of wearable technologies that are just around the corner. Fitness bracelets have been around for some time, with a marketplace dominated by a few players. It's the next generation of wearables - most likely in the form of multifunctional watches - that will see the market rapidly expand.

Social media monitoring company Brandwatch partnered with digital strategy agency Brilliant Noise

more kinds of places. Just like with smartphones or tablets almost a decade ago, we're on the cusp of a cultural shift that reflects our changing attitudes towards how we live with technology."

EMPLOYEE EFFICIENCY

The wearable technologies we have at the moment and that are currently being developed can be utilised by both consumer and business sectors. As the smartphone and tablet have transformed how smaller companies are now managed, wearables could move this onto another level of efficiency.

Research by Goldsmiths, University of London found that employee efficiency increased by 8.5 per cent when using wearable technology, while

of open source starter apps that let you design and build wearable apps that connect to the Salesforce Platform. ARM, Fitbit, Google Glass, Pebble, Philips and Samsung have joined the Salesforce Wear initiative to accelerate the adoption of wearables in business.

As with all new technology sectors, it may be some time before wearables find their 'killer app' that reveals how they can be leveraged by business for product and service delivery, as well as a tool to enhance productivity.

The 'bring your own device' trend has proven to be massively popular, so it isn't unreasonable to believe that 'wear your own device' will become equally as popular among your business' workforce. With business data company IHS predicting that by 2018 there will be 180 million wearable devices sold, wear your own device is coming to your business sooner than you think.

"We've always believed that small businesses are in the best position to adopt new technologies and ways of working, especially compared to larger rivals, and this remains true in the case of wearable technology," Adam Spearing, VP platform EMEA at Salesforce, says. "The wearable revolution gives small businesses the opportunity to differentiate themselves from their competitors through tremendous innovation and high quality of service."

"Wearable technologies are arguably the biggest trend since tablet computing"

a study by cloud computing company Rackspace, called Human Cloud At Work, concluded that job satisfaction increases by 3.5 per cent when wearable technologies are in use across an organisation.

Lead researcher Dr Chris Brauer says: "Wearable technologies are arguably the biggest trend since tablet computing, so it's natural that employees and businesses will look to use these devices in the workplace. Using data generated from the devices, organisations can learn how human behaviours impact productivity, performance, well-being and job satisfaction."

Businesses that want to develop next generation wearable technologies are beginning to see the first wave of tools emerge that enable them to do so. Salesforce Wear is the first initiative for wearable computing for business. Also available is the Salesforce Wear Developer Pack, which is a collection

FABRIC OF OUR LIFE

Wearables will become the fabric of our life within the decade, Dan Todaro, managing director of field marketing specialist Gekko, predicts. He adds: "In 10 years' time we'll start to look at tablets the way we look at desktop computers now - clunky, archaic and heavy."

"The opportunities are already there for small businesses and can only grow. The important thing is to make sure they aren't waiting for someone to come along and tell them precisely how wearable tech can enhance them. It's up to businesses to be innovative."

The development and popularity of wearable technologies is growing. Your business should begin planning its reaction to this trend today. The commercial opportunities are significant, with smaller companies likely to offer the most innovation in this space. Stop and ask yourself if wearable technology is in your business' future? **MM**

to analyse over eight million online conversations around wearable technology and its key products and players and discovered that, year on year, the conversation around wearables has exploded - increasing a staggering 190 per cent when you compare the first quarter of last year.

The US market accounts for 70 per cent of the conversation about the technology, followed by the UK (seven per cent), Canada (three per cent), Australia (two per cent) and India (two per cent). Perhaps unsurprisingly given the technology's association with sports and technology, men led the conversation (65 per cent versus 35 per cent), however females are 42 per cent more positive than men when discussing ownership of wearables.

Natalie Meehan, marketing insights analyst at Brandwatch, says: "One of the interesting things that came from this research - perhaps that we weren't expecting - is that chatter about wearable tech is no longer confined to the water cooler in the engineering department."

"Discussion about wearables has become far more commonplace in mainstream society and we're seeing more types of people talking about it and in



movers and shakers

Rewriting **the rules**

DR RICHIE NANDA HAS GONE FROM THE STREETS OF MUMBAI TO HEAD OF A MULTI-MILLION POUND SECURITY COMPANY

Dr Richie Nanda completed the £19.5 million acquisition of The Shield Group in July 2012, positioning him as the only entrepreneur of an Indian multinational company to purchase a 100 per cent stake in a British security company.

The acquisition came after his new entrant status in The Sunday Times Rich List 2012, which estimated his personal fortune at £168 million.

WHAT WAS YOUR FIRST BIG OPPORTUNITY?

When I was 16 my father suffered a stroke, forcing me to take control of his share in a chain of Chinese restaurants. Instead of feeling beat, I used this opportunity to prove myself and with just one restaurant left I worked hard to improve the business, which went from earning £150 a day to £25,000 within six years. This experience taught me how to build something from scratch, which gave me the confidence in later business ventures. My family members were so impressed, they decided I should run the other family business - a security firm called TOPS Security Guard.

WHAT'S THE SECRET OF YOUR SUCCESS?

Self-determination and acting on your intuition is vital to running a successful business. You have to believe in the risks you are taking in order for them to come true, while hard work, persistence and determination pays off in the long run, as it did for me. Similarly, in order to persuade someone to believe in you, you have to believe in your own strategy and I have never doubted my intuition for business. Listening to your staff and stakeholders is an important part of this, because without them and their ideas you can't build a reactive business relevant to the constantly changing world we live in.

WHAT HAS BEEN YOUR BEST MOMENT IN BUSINESS?

When I look back at where I first started when taking on the family business to where it is today, I am immensely proud of what we have achieved. We literally rewrote the rules for the entire Indian security industry and, after acquiring a 100 per cent stake in The Shield Group, now have industry leading expertise across two continents. Today we are generating a turnover of £150 million and employ over 93,000 employees spread between India and the UK. We've certainly come a long way from my £10-a-month earnings.

AND YOUR WORST?

Like several other entrepreneurs, I have had first-hand experience of the profound negative impact the economic downturn had on business. In 2008 I had been on the verge of acquiring a \$500 million American security group when Lehman Brothers collapsed. Our ambitions to turn our company into a multinational security giant looked to be over.

Dr Richie Nanda:
"If you can see it,
you can achieve it"



WHICH BUSINESS PERSON DO YOU MOST ADMIRE?

I would consider my father to be one of my biggest inspirations. He instilled in me the correct values and ethics that have brought me to where I am today. I hope all the hard work I have poured into the business continues to make him proud.

I am also inspired by Sir Richard Branson. I admire his personal brand and success, despite the challenges he has faced over the years. He was an inspiration to me growing up on the streets of Mumbai and as we established our business and brand in India, the media, our customers and our employees occasionally compared my entrepreneurial style to his and I revelled in that praise.

WHAT ARE THE CHARACTERISTICS OF A GOOD BUSINESS OPPORTUNITY?

The key to success for businesses - and to survive in the marketplace - is to try and differentiate a brand from other similar products and services. For this you need to think out of the box to find your cutting edge. It is imperative for fledgling start-ups, who are just unfolding their business wings, to research carefully and identify a niche in the market and play up to this with a methodical and sustainable financial, marketing and publicity plan.

We at The Shield Group are doing well because of our focus on innovation and quality services. The economy cannot always be booming - it's cyclical, so you have to adapt your business accordingly. We work to understand our customers, the competition and thrive on proactive innovation.

WHAT IS THE MOST IMPORTANT LESSON YOU'VE LEARNT IN YOUR BUSINESS CAREER?

Understand your markets, know your competition inside out and be innovative. The best results I've achieved have come from when I've seen an opportunity, thought big and have had a clear vision for how I'm going to conquer that market. Man could see the moon and found a way to reach it. So if you can see it, you can achieve it.

WHAT'S YOUR BEST PIECE OF ADVICE FOR A BUDDING ENTREPRENEUR?

If your entrepreneurial endeavour warrants an external interface with customers, investors, press or general consumers, it helps to take pride in your appearance, because no one wants to work or invest in an entrepreneur that is not hygienic and cannot take care of him or herself. **MM**



COME FOR THE MEETING. STAY FOR EVERYTHING ELSE.

Located on Kensington High Street, close to Earl's Court and Olympia Exhibition Centres and many of the capital's top attractions, Hilton London Olympia offers easy access into the city centre. With Heathrow Airport just 40 minutes away, and excellent transport links available, the hotel offers an excellent location surrounded by a lively mix of shops and restaurants.

Unwind in one of our contemporary Guest rooms, Executive rooms or suites, relax with cocktails and dinner at the hotel's Society Bar & Restaurant or enjoy a business meeting, function or wedding reception in the vibrant city of London. Hilton London Olympia also features 10 meeting rooms for 2-280 guests, and a modern Business Centre with dedicated support.

**For more information, please contact our Reservations team at
reservations.olympia@hilton.com**

STAY HILTON. GO EVERYWHERE.



380 Kensington High Street | London | W14 8NL | United Kingdom

Business Mart

Making Money



Card Compliance Services

Careers in
Merchant Services

Business Opportunity to earn £80k + per annum

There are over 1.5million credit card terminals in the UK. CCS operates in this market, providing credit card facility solutions to SME retail merchants across the UK. CCS has already attained over 4000 customers since 2010.

How?

We provide a wide range of terminal solutions as well as a choice of the leading UK acquiring banks to process merchant transactions, quickly, effectively and typically at a lower cost than their current provider, backed up by excellent customer service.

What are we looking for?

We are looking for individuals and affiliates who wish to partner with CCS to take advantage of this rapidly growing market who wish to develop an ongoing income in excess of £80,000 per annum.

Who is this opportunity suitable for?

If you are capable of selling to a wide variety of SME's, ethically and effectively, this is an ideal business opportunity.

By joining the CCS Revenue Partner Programme you share in the ongoing revenue we receive from every transaction processed through the merchant terminal sold by you. Paid every month, year on year.

Training and Support

CCS provides full product and market training, marketing support and on-going sales management support.

Want to know more?

If you would like to join our Revenue Partner Programme or to simply find out more information then please register your interest by emailing your CV to partner.program@uk-ccs.com



Have you ever wondered what it would be like to have some extra money coming in every week?

Get Paid To Drink Coffee!

Introducing HealthyCoffee...

If you drink coffee - or know people who do - then you have an opportunity to make as much extra income as you want!

Spare time, part time or even full time...you choose how many hours you want to put in! You're the boss!

Work from home or office. Agents & Distributors wanted all areas.

Bob Gaskell - Executive Director for Network Development HealthyCoffee Europe

Founder: Diamond All-Stars' International Team Builders for HealthyCoffee

Founder Distributor HealthyCoffee

Email: bob@getpaidfordrinkingcoffee.info
Tel: 0845 459 9510



www.GetPaidForDrinkingCoffee.info

WWW.MAKEMONEYBUSINESSBOOKS.COM



NEED EXTRA INCOME??
WORK FROM HOME
PART OR FULL TIME

£260 A DAY, £1,800 A WEEK, £96,000 PER YEAR
STEP BY STEP INSTRUCTIONS - FREE INFORMATION

STEAL THIS FREE REPORT IF YOU CAN?

Discover How Multi-Millionaires Make Their Millions Online And You CAN Do The Same From Your Own Home!

www.SmallBusiness-Opps.com

FULL-TIME INCOME
PART-TIME FROM HOME
RECOMMENDED BY TOP
BUSINESS LEADERS

www.JustTheBiz.com

NEED EXTRA MONEY OR WANT TO CHANGE YOUR LIFE?

See How YOU Can Easily Earn £10K, £20K or Even £30,000 A Month Working Just A Couple Of Hours A Day On A PC!

www.home-working.org.uk

FREE VIDEO

Learn the SECRET to
A SIX FIGURE INCOME
PER MONTH ONLINE!

www.sixfiguresecret.co.uk

The Secret to Predictable Sales

New book. Complete with tear out sheets and sales software. How entrepreneurs can make sales even in a recession.

For free information call 0845 2500 953

MONEY MAKING OPPORTUNITY

Only £250 - not franchised
This buys a pack to start your own Computer Club.

Call now on 01225 635 838
Or visit www.thekeytoit.org



MAKE MONEY

Start your own business

Become an IT Tutor

BATH & LONDON VENUES

Find out more at

www.thekeytoit.co.uk

COPY THIS IDEA

£450K

Follow in the footsteps of an Award Winning Entrepreneur who made £450K in 11 months by using the power of AMAZON to ensure his success!

FREE Report and proof of earnings available at:

www.fortunemakingsecrets.com

DON'T START YOUR OWN HOME BUSINESS UNTIL YOU'VE SEEN THIS!

Discover the insider secrets of Britain's 7 Top Internet Millionaires:
EXACTLY how you start a low cost Internet Business!

www.best-internet-business.co.uk

No Staff. No Overheads. 100% Legal & Ethical.

Call Neil on
01323 636003
to advertise within this section



Franchise Seminars Open to the General Public

Sponsored by  **NatWest** Ahead for Business 

Helping you make informed decisions about franchising.

 **Expense Reduction
Analysts**

BELVOIR!
the lettings specialist

actionCOACH
business coaching

KARE PLUS
THE CABBAGE COMPANY

AGENCY
express

**SNACK
IN-THE
BOX**

Snap-on

NiC Franchise
Be part of our story

Seminar Programme

- ✓ Networking and Refreshments
6.30pm - 7.00pm
- ✓ Introduction to Franchising
7.00pm - 7.15pm
- ✓ Selecting the Right Franchise
7.15pm - 7.30pm
- ✓ Securing Funding
7.30pm - 7.45pm
- ✓ Essential Considerations
7.45 - 8.00pm
- ✓ Franchise Case Studies
8.00 - 8.30pm
- ✓ Networking and Refreshments
8.30pm - 9.00pm
- ✓ One-to-One Sessions
(book in advance) 8.30pm - 9.00pm

Our next **FREE** seminars are:

Tue, 20th January 2015
London Park Plaza County Hall
1 Addington Street
London SE1 7RY

Tue 10th February - Birmingham Hyatt Regency Hotel
Tue 24th February - London Park Plaza County Hall
Tue 10th March - Manchester Hilton, Manchester Airport
Tue 14th April - Birmingham Hyatt Regency Hotel
Tue 21st April - London Park Plaza County Hall

To book a One-to-One session with one of our speakers or a member of the NatWest franchise team please call us on 02071 833 657.
If you have any further questions please don't hesitate to contact us on 02071 833 657.

Book your **FREE place now as space is limited!**

FREE INFO NO: 5913

Sponsored by  **NatWest** Ahead for Business 

02071 833 657
www.franchise-seminars.info
enquiry@franchise-seminars.info



Franchise owners say:



JOANNE
Previously
Project manager
at Bank of Scotland
Starting
turnover: £50k
Current
turnover £144k

"Once I met the
Dublcheck team I found
the concept of commercial
cleaning very appealing"
- Joanne

"We found Dublcheck
during our research into
the franchise industry
and immediately liked
its concept of
guaranteed turnover",
with Dublcheck finding
your clients and
guaranteeing the level
of turnover you desire."
- Peter



PETER & PRU

Previously
Greengrocers
Starting
turnover: £12k
Current
turnover £77k



GRAHAM
Previously MD
of Colours
Starting
turnover: £48k
Selling
turnover £400k

"Facing redundancy in my
50's was unsettling. A
management franchise
was ideal because it
enabled me to utilize my
previous management
experience. I love the fact
that the harder my team
and I work the higher the
rewards." - Graham

"A big thank you to the
Dublcheck team, and
to receive an award
was brilliant"
- Len



LEN DONNELLY

Previously
Retail Manager
Purchased
resale
Current
turnover £350k



SONAL & MITESH

Previously Quantity
Surveyor
Starting
turnover: £14k
Current
turnover £150k

"Sonal and I can't believe
a year has past since we
decided to join this
wonderful franchise.
We both wish we had
done this years ago."
- Mitesh

OVER TWO DECADES OF SUCCESSFULLY SETTING PEOPLE UP IN BUSINESS



Carol Stewart-Gill
and the
Dublcheck
Support Team

BUILD YOUR BUSINESS THE EASY WAY

NO NEED TO DO ANY SELLING... WE GET THE BUSINESS FOR YOU! We Guarantee:

• Turnover • Growth • Support



Larry, Franchisee

Starting
Turnover £62k
Current
Turnover £250k



Jolanta, Franchisee

Starting
Turnover £14k
Current
Turnover £108k

Full training, support and low investment

Invest from £9,950 to £190,950.

Turnover from £14,000 to half a £1/2 Million per annum.

With over 100 franchisees nationwide, and many more areas
and opportunities available, you too could benefit from the
proven Dublcheck system.

Dublcheck's unique franchise system is a
proven way to build a successful business
in a multi-billion pound cleaning industry.

Carol Stewart-Gill,
Founder and Chairman of Dublcheck



Further Details: 0800 317236

email: franchise@dublcheck.co.uk

web: www.dublcheck.co.uk

FREE INFO NO: 4048



Dublcheck, The 20th Fastest Growing Company in the UK - Official Source, Sunday Times

*Guarantee turnover is not a guarantee of profit.